

CITY OF SIOUX FALLS

events campus survey

Public Opinion Research // 6.26.2019

HERE'S WHAT'S TO COME.

agenda

Survey Background

Survey Respondents

Events Center Campus

Baseball Stadium

Sioux Falls Arena

Maximizing Experience

Conclusions & Next Steps



events center campus

mayor launches citizen panel

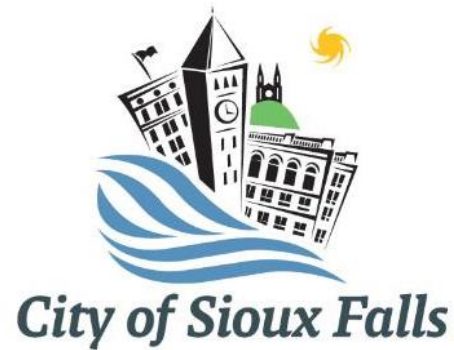
“The public plays a crucial role in shaping the future of the events campus. As the group digs into financials, feasibility studies, and economic impact numbers, we also have a desire to hear what the people of Sioux Falls like about the campus and what they think its future should look like.”

-Dan Statema, Co-Chair





public opinion research



+




survey background

survey goals

- Evaluate current and future needs of Arena/Canaries Events Campus
- Explore the current status of existing Campus facilities
- Gather public opinion and sentiment regarding facility moves, changes, and updates




survey overview



City of Sioux Falls
SOUTH DAKOTA

Thank you for sharing your experiences with the Sioux Falls Events Center Campus. The City is exploring ways to evolve the campus to continue providing great entertainment options for the surrounding area.



Sioux Falls Events Center Campus

1. Are you under 18 years old? *

☐ Yes

☐ No

Next

0%

- Online Survey
 - Residents of Sioux Falls and surrounding areas
 - Age 18+
 - Email invitations to publicly available email addresses and opt-ins to city park newsletters, library cards, etc.
 - Ten \$25 gift cards as incentives
- Survey conducted June 5-10, 2019
- Employed digital limits to permit only one survey response per user

responses surpassed goal

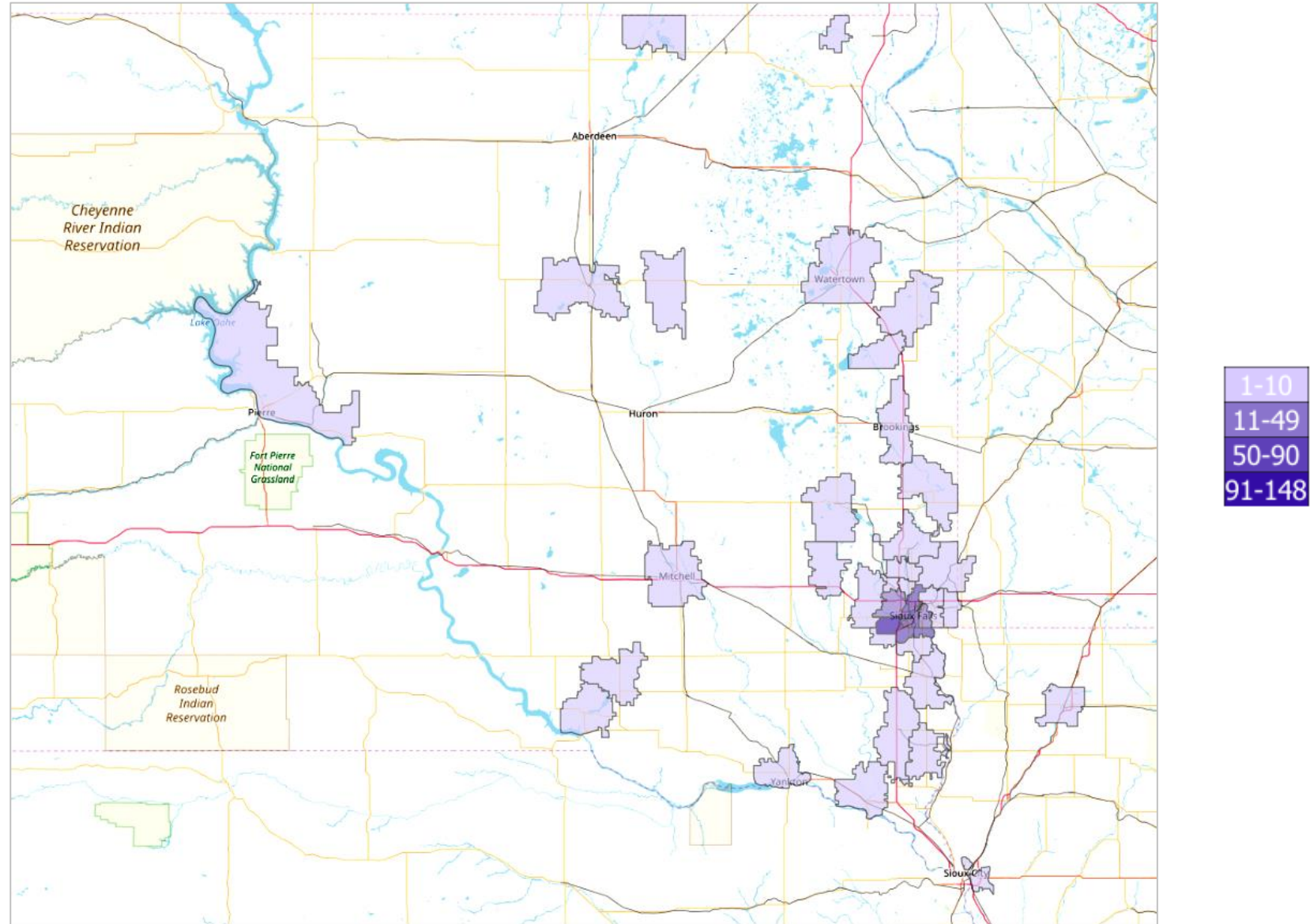
640
RESPONSES

95% CONFIDENCE LEVEL

± 3.9% INTERVAL

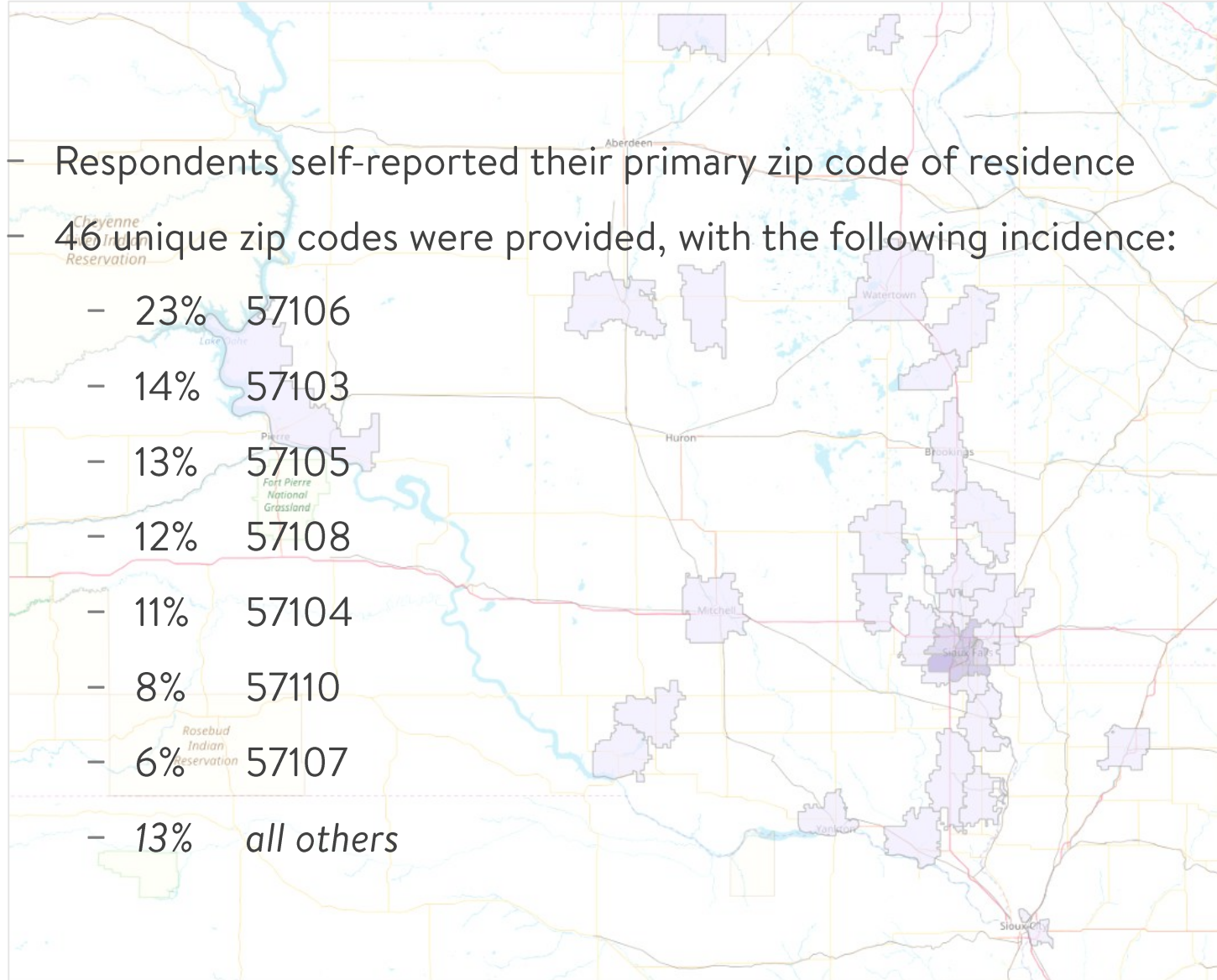


regional geographic dispersion

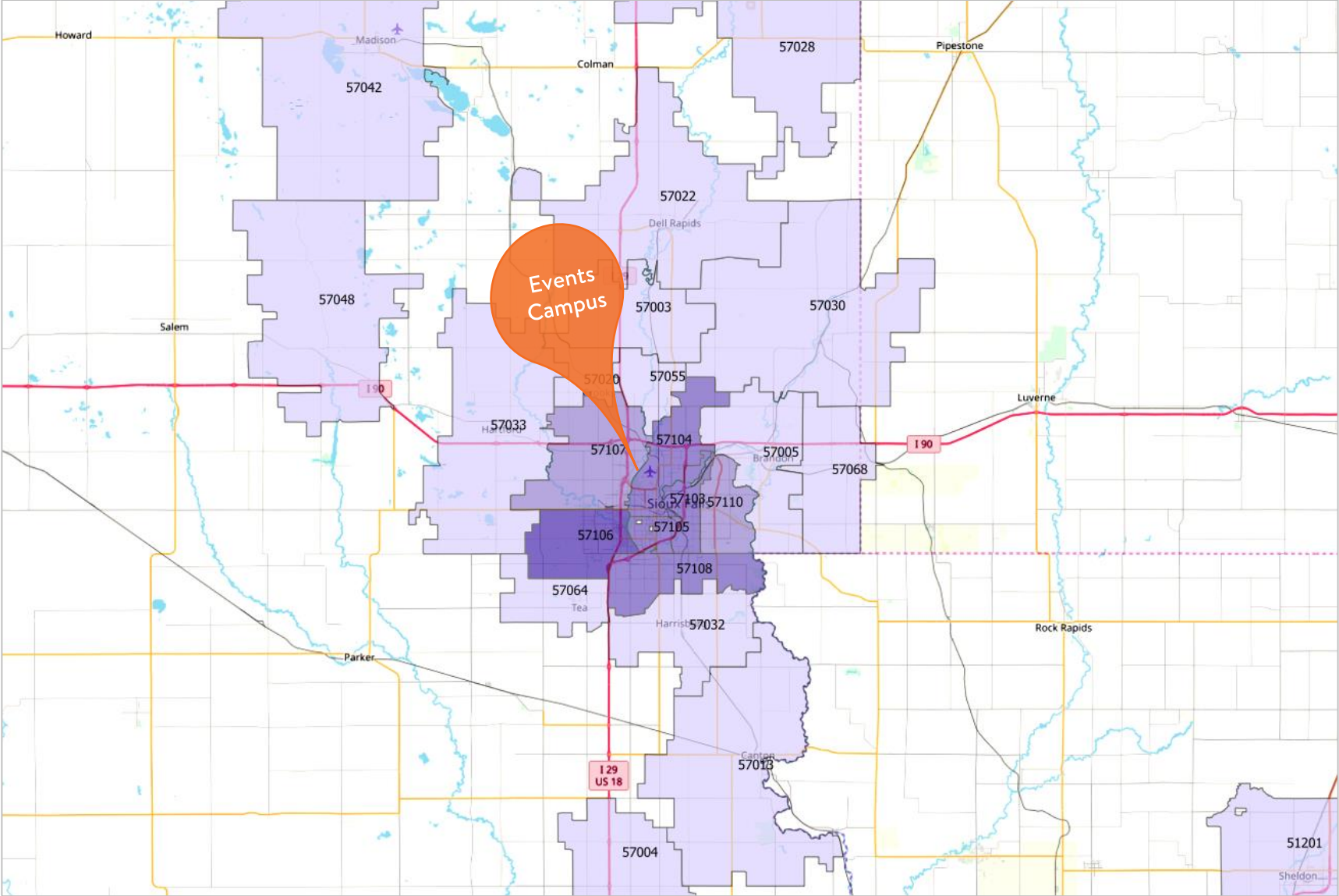


regional geographic dispersion

- Respondents self-reported their primary zip code of residence
- 46 unique zip codes were provided, with the following incidence:
 - 23% 57106
 - 14% 57103
 - 13% 57105
 - 12% 57108
 - 11% 57104
 - 8% 57110
 - 6% 57107
 - 13% *all others*



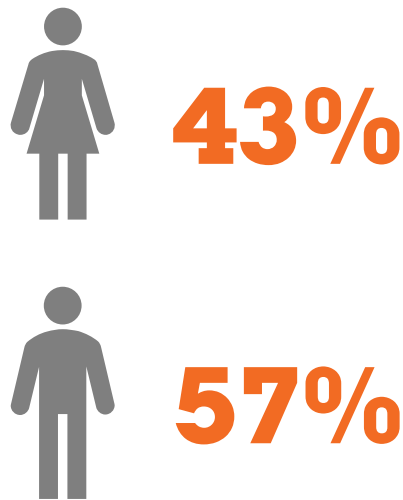
sioux falls vicinity



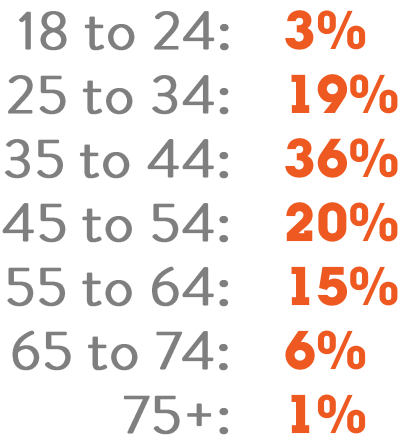
1-10
11-49
50-90
91-148

respondent demographics

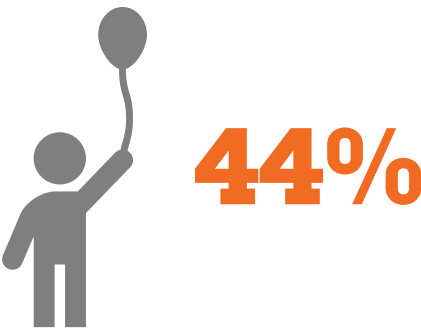
GENDER



AGE



CHILDREN (<18) IN HOME

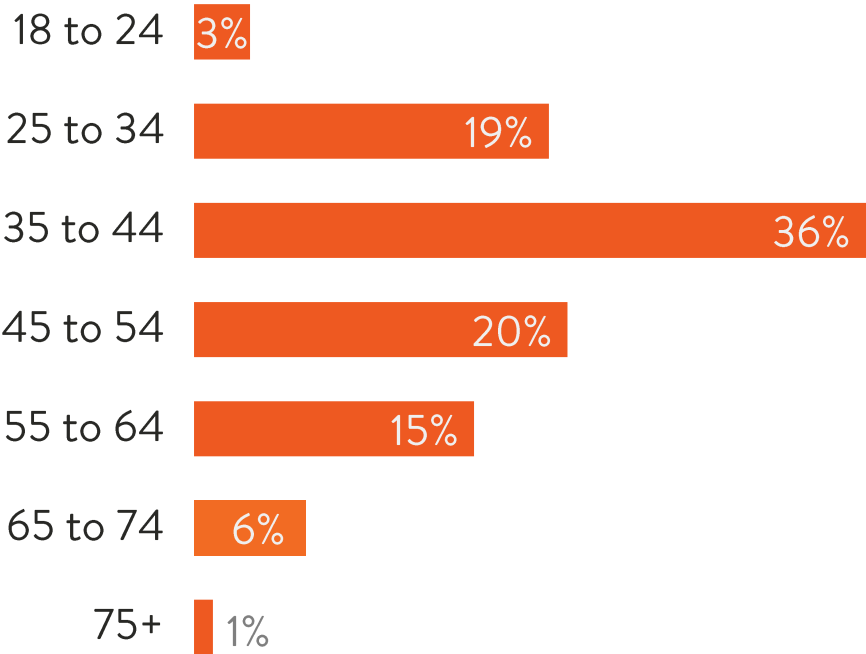


REGISTERED SIOUX FALLS VOTERS

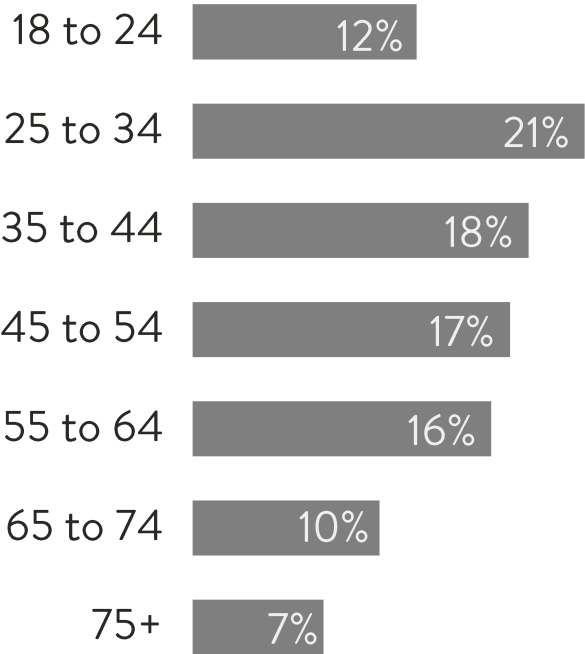


age representative of key constituents

AGE BREAKDOWN OF SURVEY SAMPLE



AGE BREAKDOWN OF SIOUX FALLS MSA*

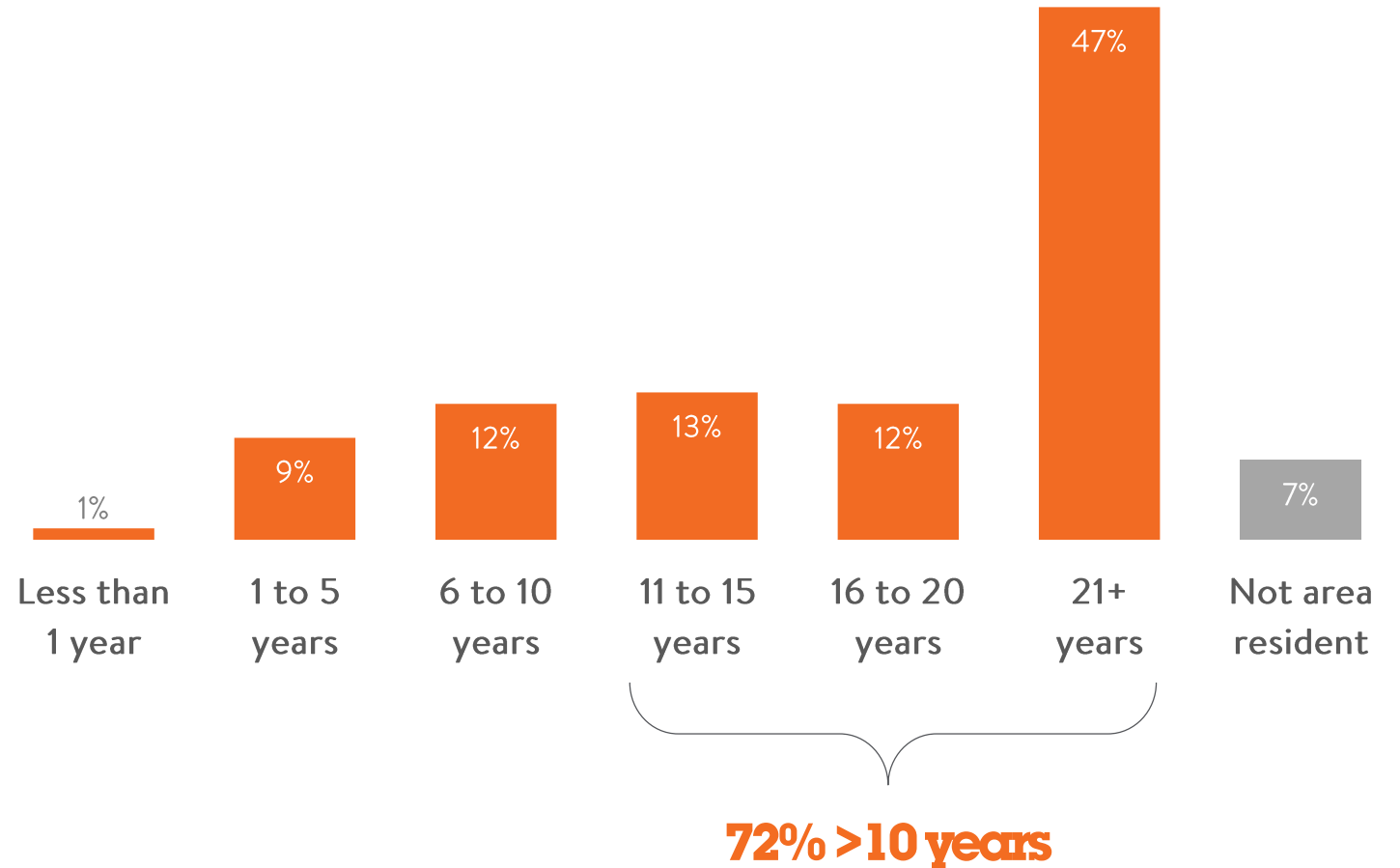


Base: Total Sample (n=640)

*Source: US Census; American Community Survey

years lived in Sioux Falls area

- Approximately three-quarters of survey respondents report that they have lived in the area for more than 10 years
- And nearly half of the respondents have lived here more than 20 years
- 10% of respondents have lived here fewer than 5 years



survey results

frequent event attendance

HAVE YOU EVER ATTENDED / VISITED
EVENTS CAMPUS?

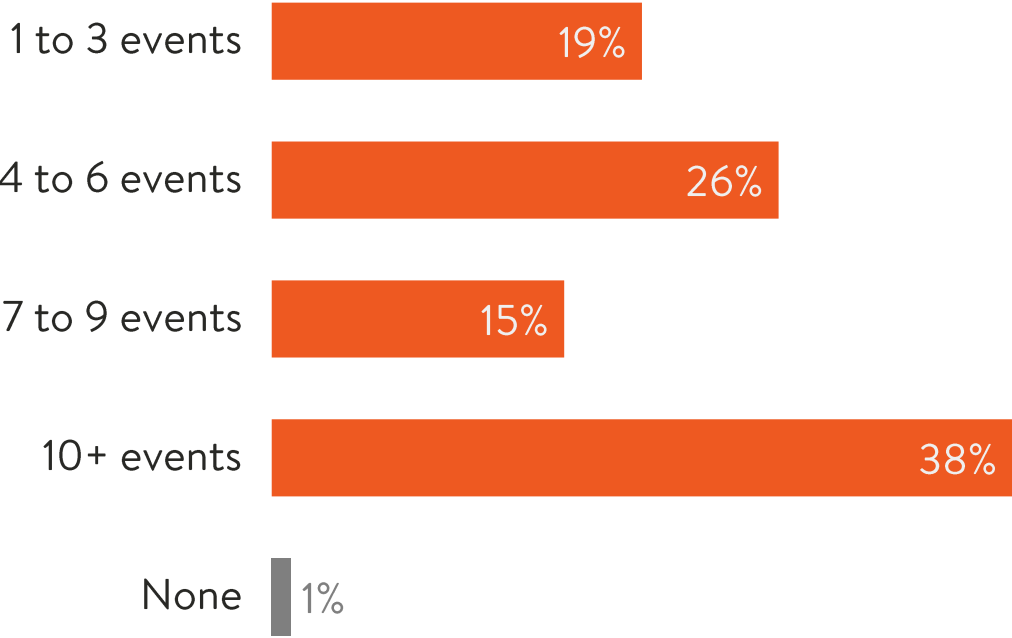


11
NO



629
YES

OF EVENTS ATTENDED IN THE LAST TWO YEARS



Base: Total Sample (n=640)

Base: Have Visited Events Campus (n=629)

recent facility usage



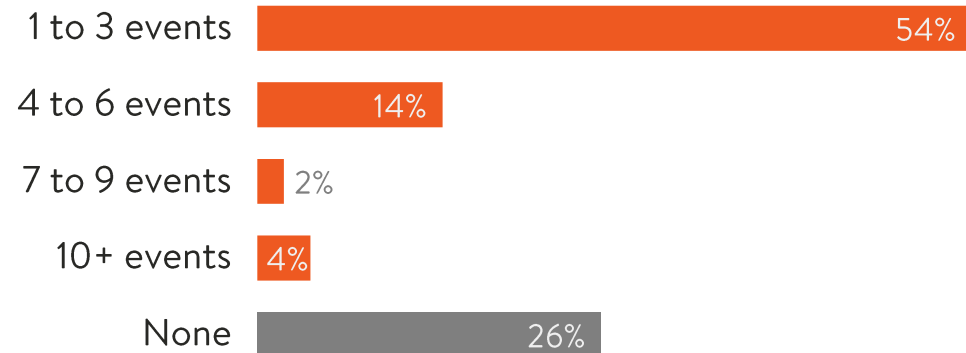
Base: Have Visited Any Events Campus Facility (n=629)



sioux falls arena usage

Over the last two years,
two-thirds of all respondents
have attended between one to six
Sioux Falls Arena events

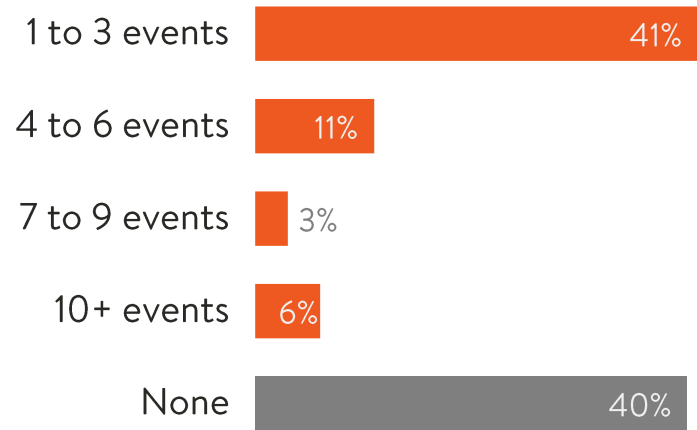
Number of Events Attended in Last 2 Years



ATTENDED A BASEBALL GAME
AT SIOUX FALLS STADIUM IN
LAST TWO YEARS



NUMBER OF EVENTS ATTENDED
AT SIOUX FALLS STADIUM IN LAST
TWO YEARS



audience takeaways



informed responses

Representative audience insights from real area residents.



knowledge

High rate of audience attendance at Campus events and activities—legitimate knowledge of facilities.



populations served

Who are facility users and non-users? Better understanding of populations we serve helps to improve experiences.

events center campus

“

I am thrilled with ‘The Denny’. I am so happy my grandkids will have an opportunity to see the events they love, not miss them because we lacked the facilities.

”

“

I appreciate the Convention Center as I manage a large conference held there annually. The staff are great and the facilities are top notch.

”

“

I like that the Arena allows for a smaller indoor venue, we like going to the circus every year.

”

“

Attending Canaries games with the family. There is a good choice of beers and the berm area is a great place for families and their kids to run. It's a great family atmosphere.

”

“

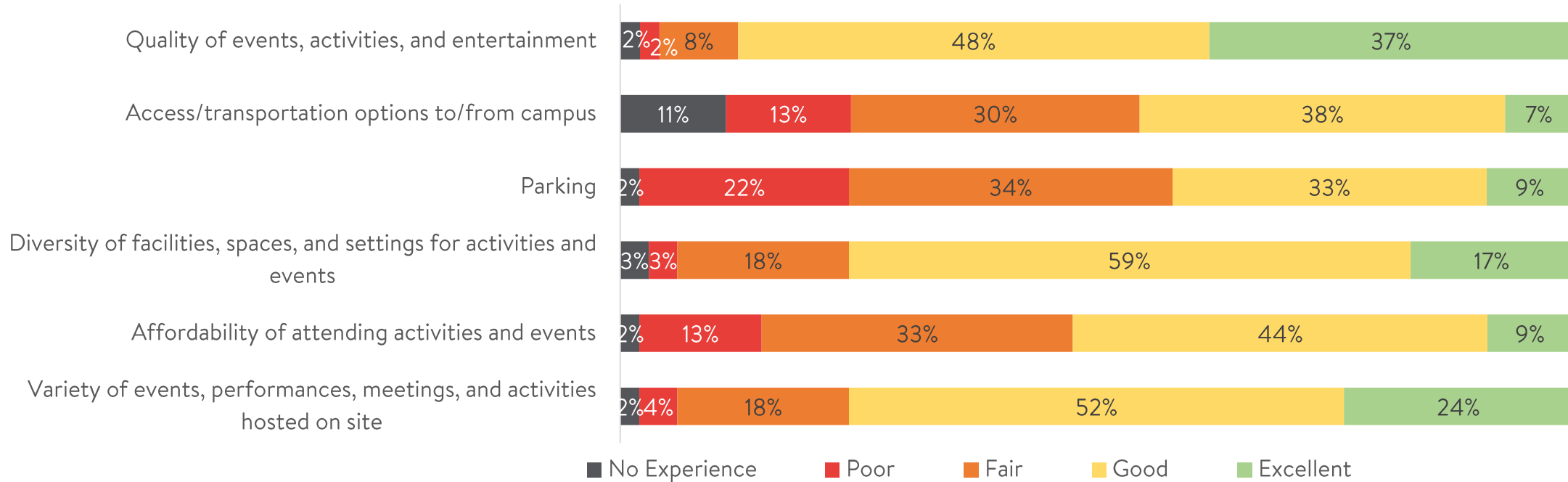
I really enjoy Howard Wood Field, its history, its facilities, and its atmosphere. It would be nice to see it used more frequently.

”

events center experience

perceptions of the events center campus

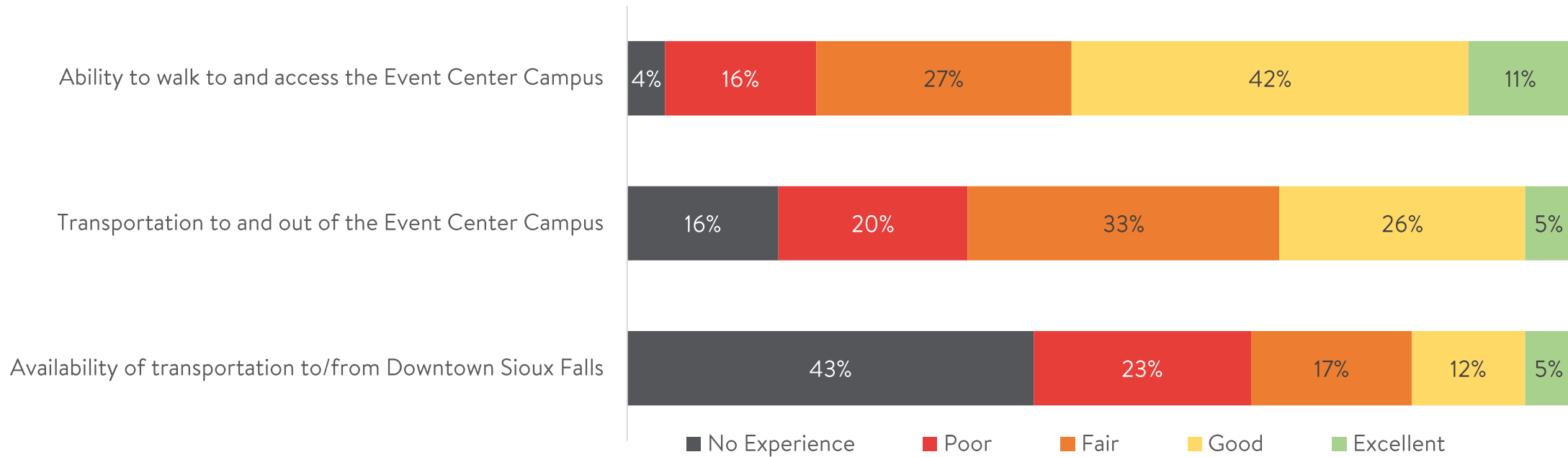
How would you rate each of the following at the Events Center Campus?



Base: Total sample (n=640)

accessibility of the campus

How would you describe each of the following regarding access to the Event Center Campus?



what's going well

**what do you enjoy
most about the event
center campus?**



26%

CONCERTS
PRODUCTIONS
CONVENTIONS

concerts

“The amount, the variety, and the quality.”

“Concerts! All types, especially country music.”

“There's more big name concerts to attend!”



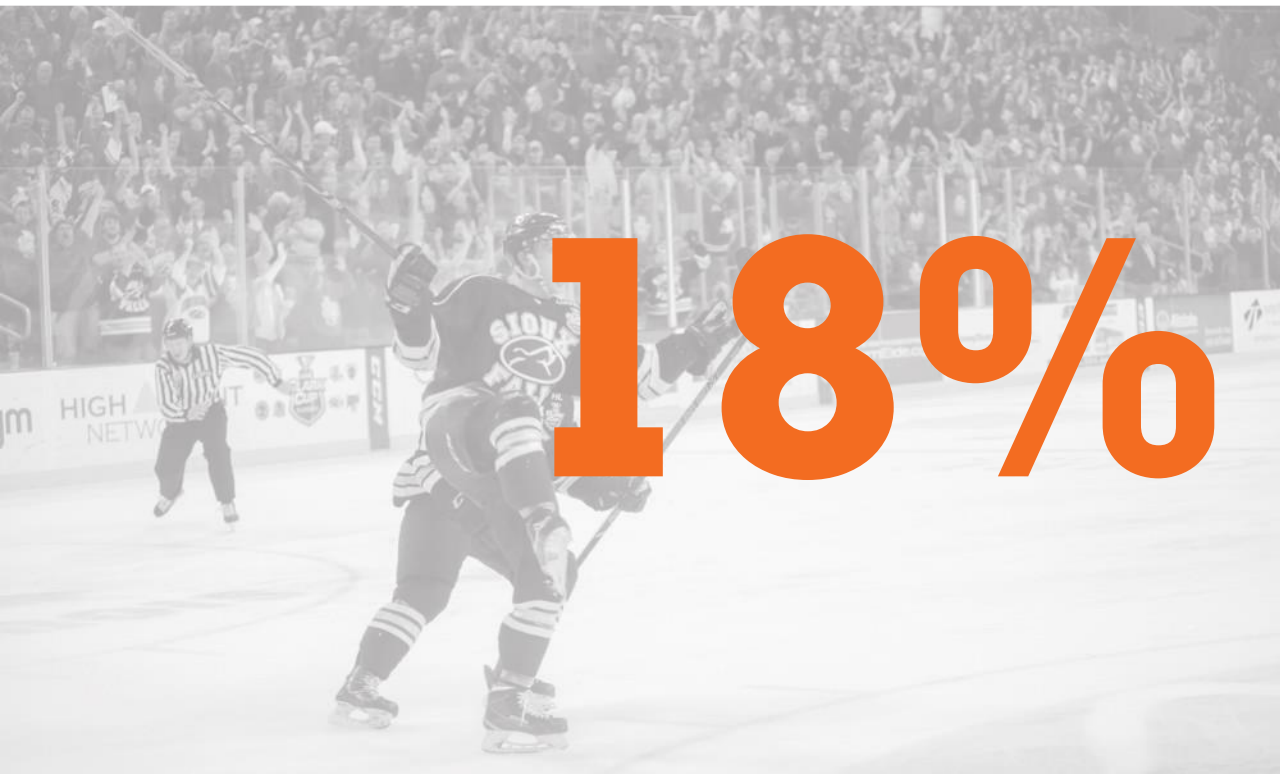




18%



EVENTS



18%



**VARIETY OF EVENTS
DIVERSITY OF EVENTS**

conventions & sporting events



“Everything from work conventions, Storm games, Stampede games, and concerts, it has been able to aid many areas of my life.”



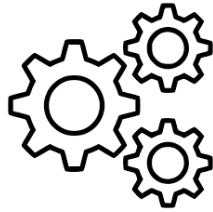
“I enjoy every activity and event that takes place at the event center and campus. My most favorite event is the Dakota Bowl and watching the skydivers.”



15%

**VENUE
AREA
BIG/OPEN
WELL MAINTAINED**

clean and well maintained

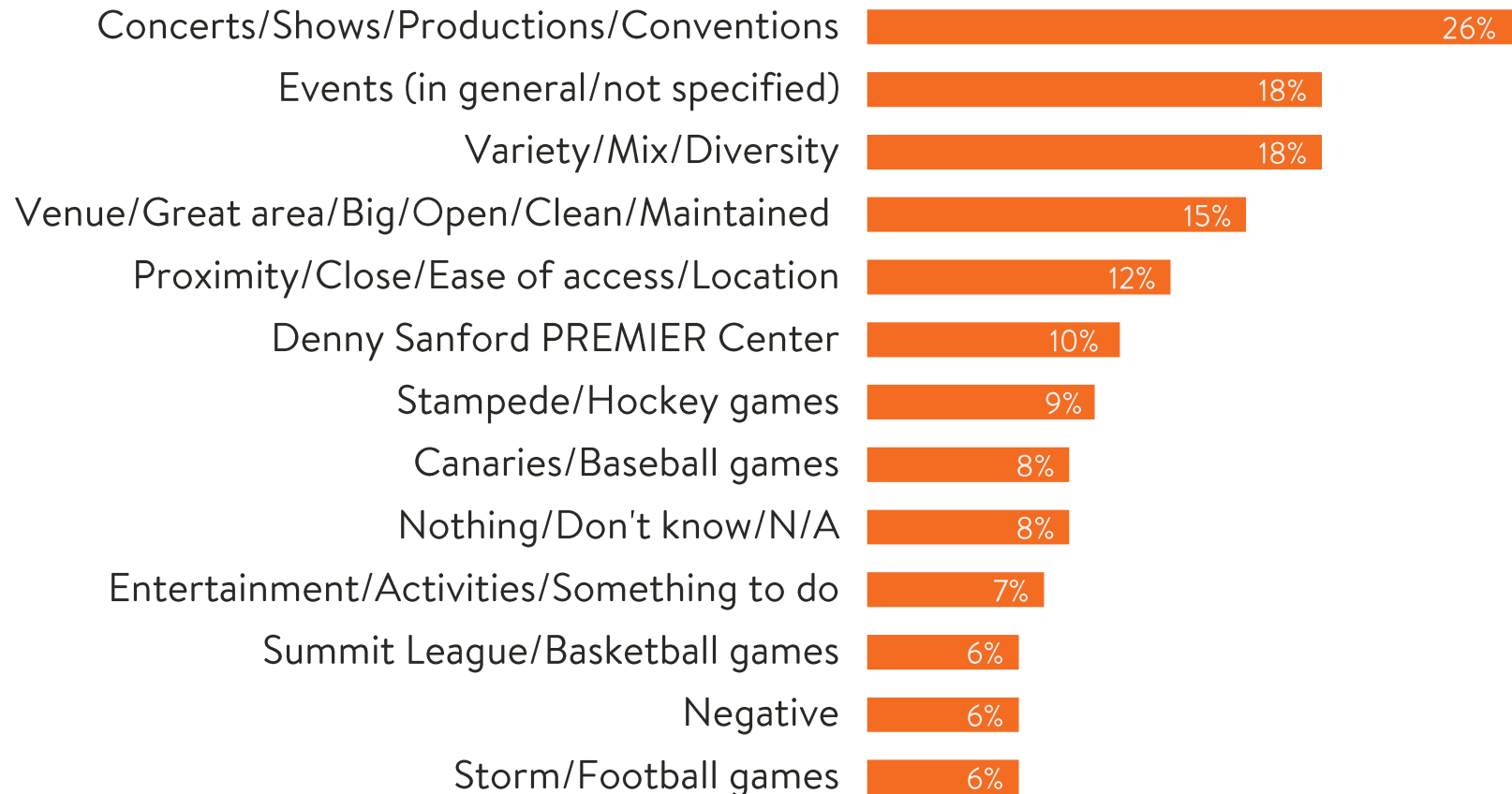


“I like that it is a nice, clean, and modern facility that can accommodate a large number of people and is a draw for bigger events to come to Sioux Falls.”



“How clean and orderly things are maintained and run.”

what do users enjoy most?

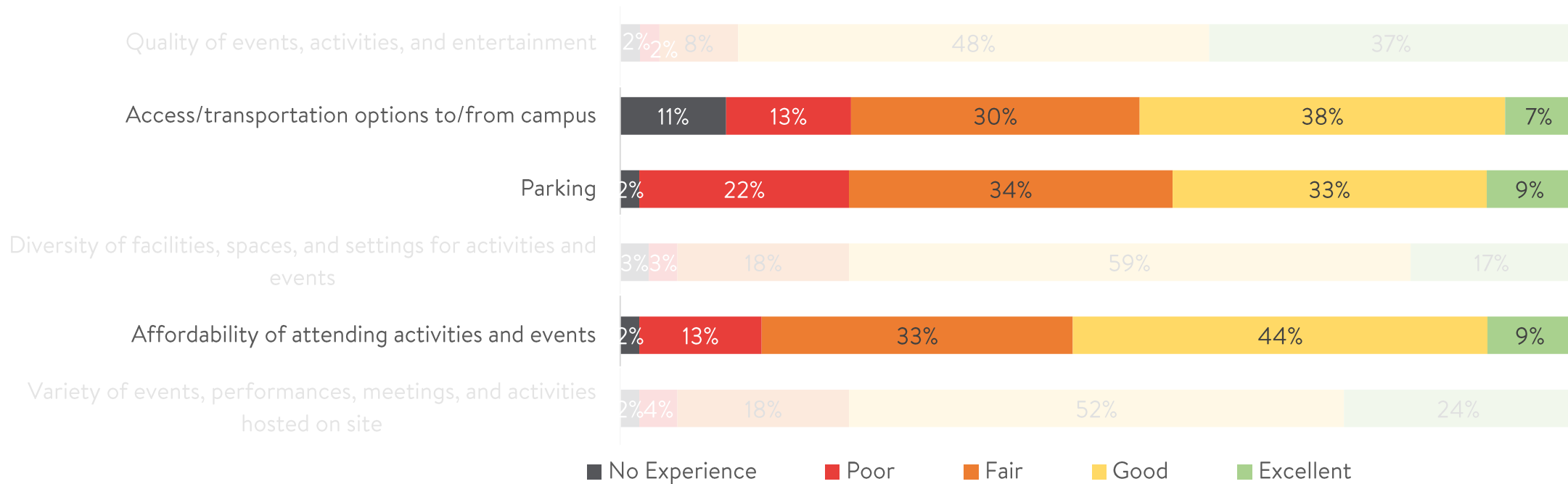


Base: Total sample (n=640). Multiple mentions possible. Top responses listed.

ways to improve

experiences with lower scores

How would you rate each of the following at the Events Center Campus?



Base: Total sample (n=640)

experiences with lower scores

- Access/Transportation Options To/From Campus
- Parking
- Affordability of Attending Activities & Events

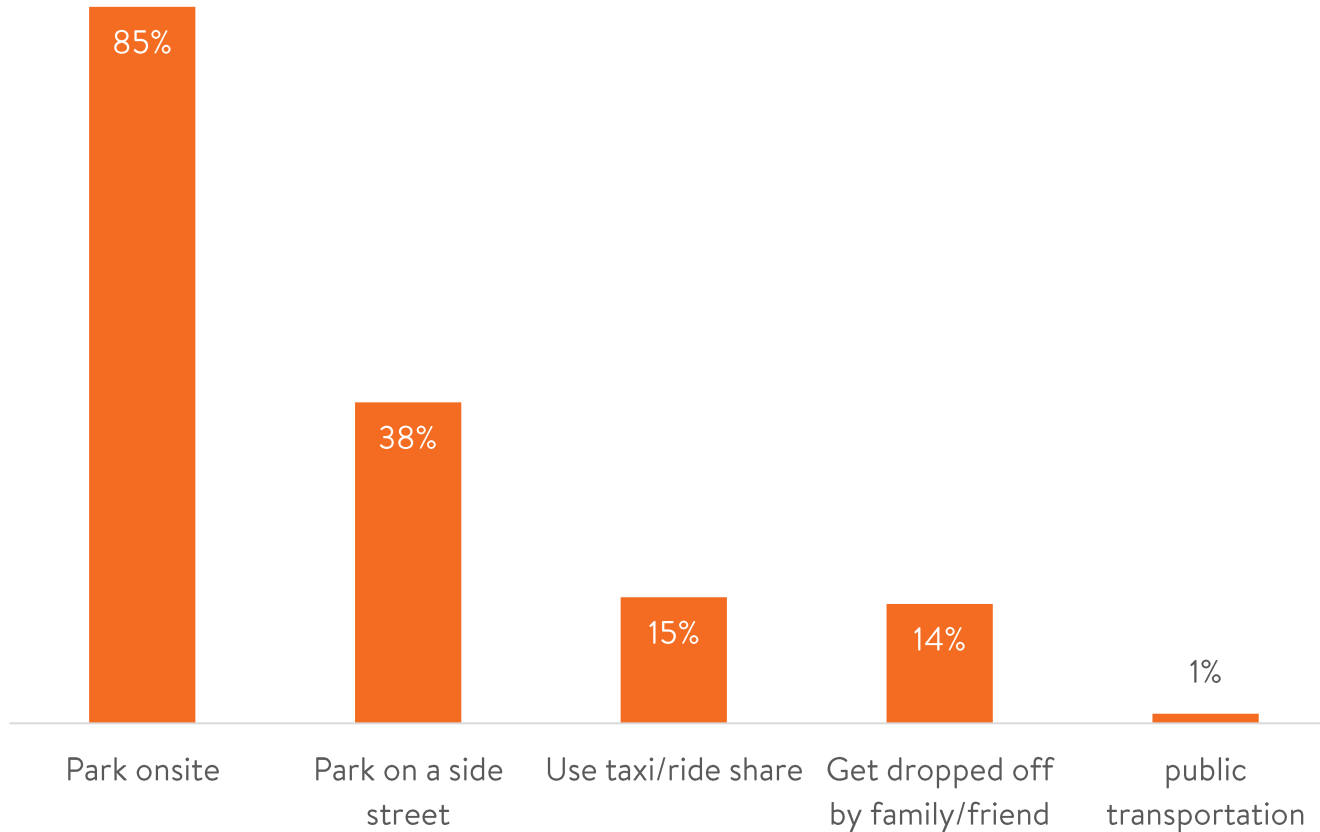
40%+

**“POOR” or “FAIR”
SCORES**



parking

parking at or near campus



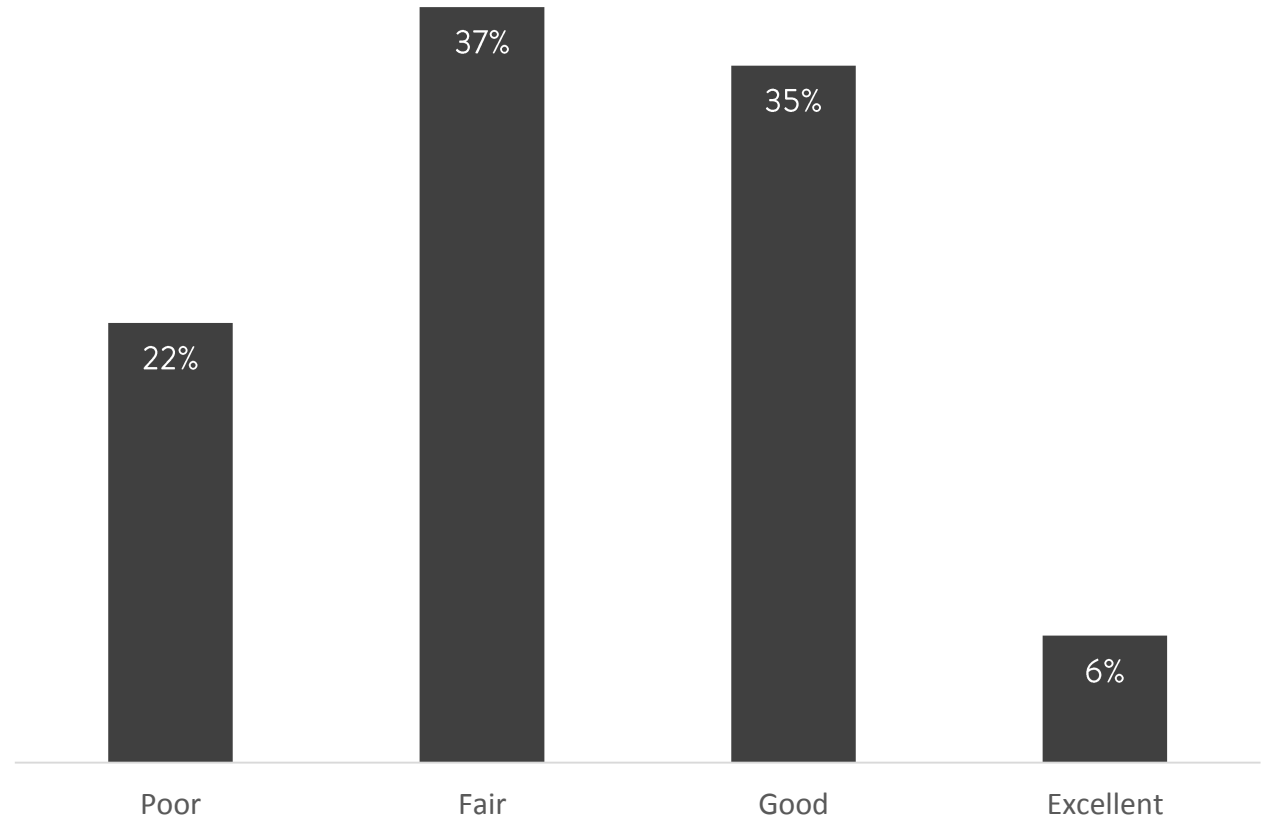
The majority of event attendees drive to campus and park their vehicles either in **on-site parking or on nearby** side streets due to availability or ease of access

*Select all that apply

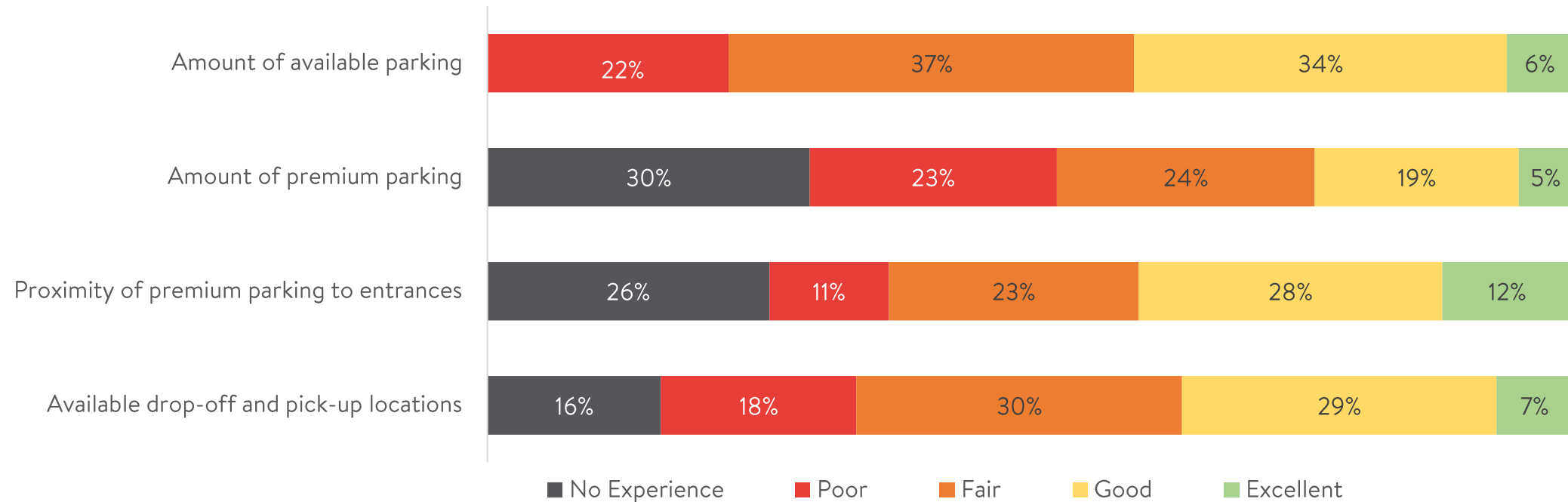
Mixed perceptions on parking

How would you describe the amount of available parking on campus?

- **Mixed perceptions** regarding availability of parking spaces
- Parking is certainly a concern for some event attendees, but **not necessarily a deal-breaker**



parking could use improvements



“ Somehow find a way to add parking. If there are events going on at the PREMIER Center, the convention center, and the arena parking is horrendous. ”

“

A parking ramp. When there are events going on at Howard Wood, PREMIER Center, Convention Center and Arena it is impossible to find parking.

”

parking impacts experience

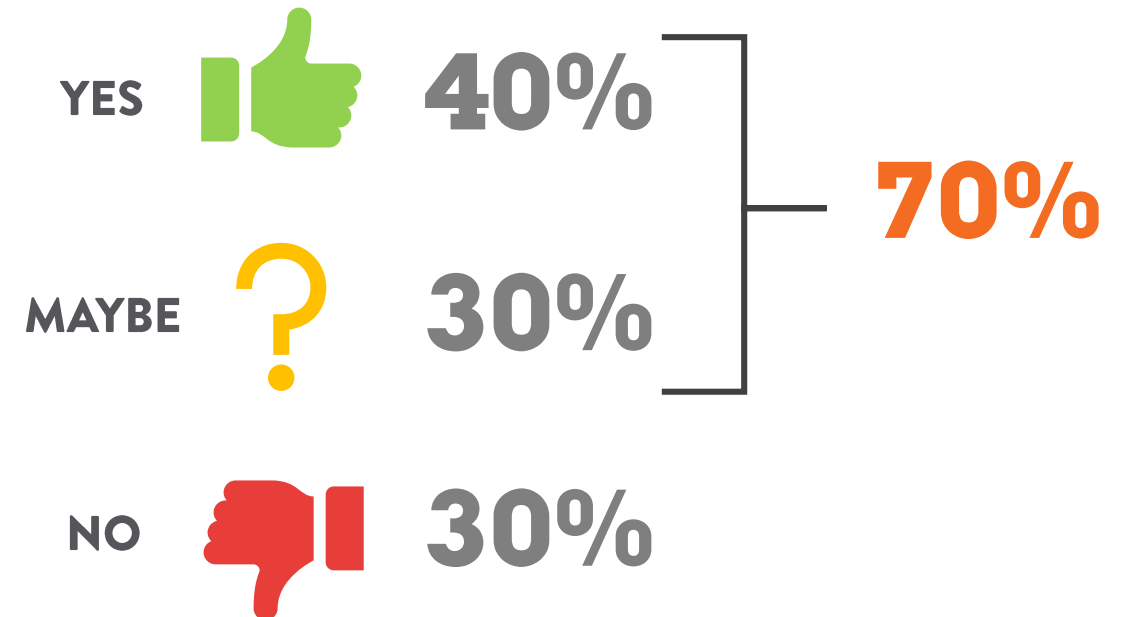
- One of the biggest issues
- Parking far in winter months
- “Build up not out”, parking garage implementation





open to metro transit options

Would you be open to using a fast transportation option that takes you from downtown parking ramps to the Events Center Campus? *Transportation would drop you off at the front door and would be operated by the city.*



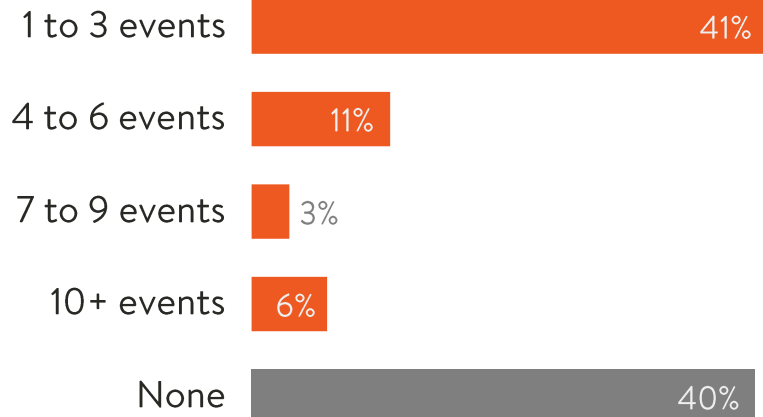
sioux falls baseball stadium

ATTENDED A BASEBALL GAME AT SIOUX FALLS STADIUM IN LAST TWO YEARS



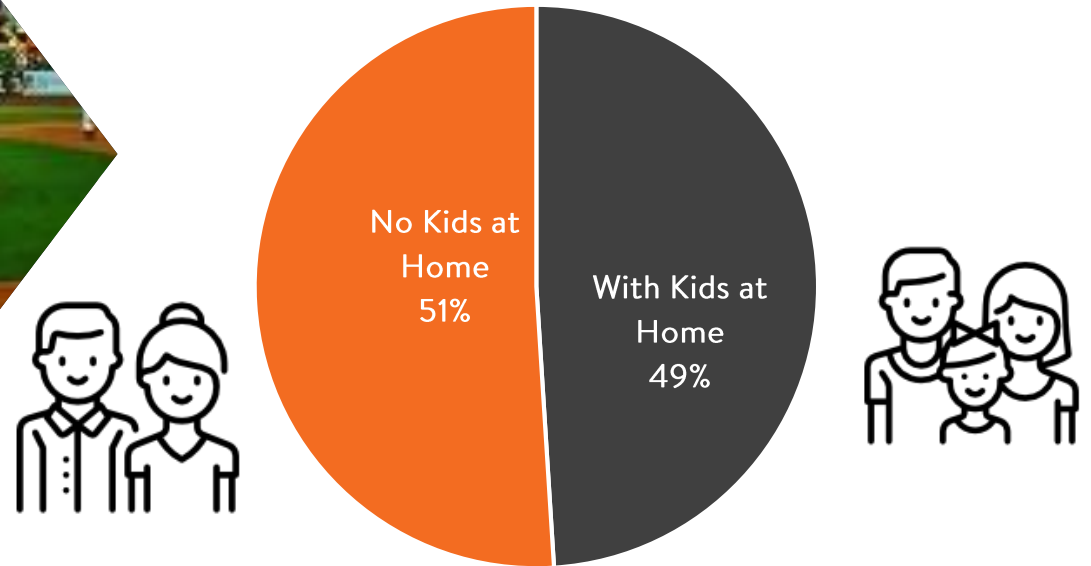
59%

NUMBER OF EVENTS ATTENDED AT SIOUX FALLS STADIUM IN LAST TWO YEARS





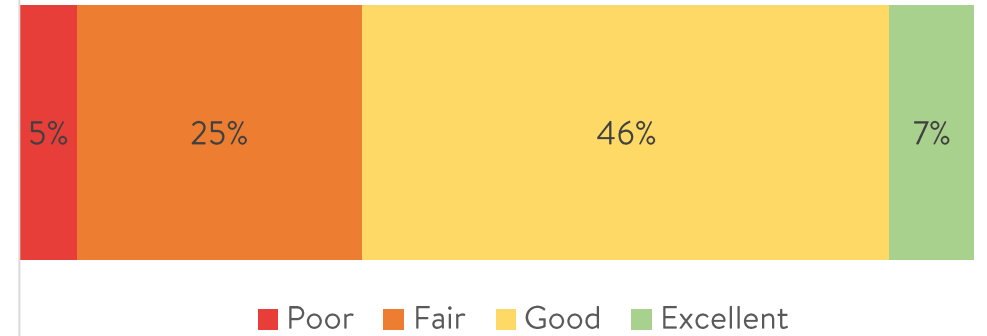
types of visitors





positive visitor experience

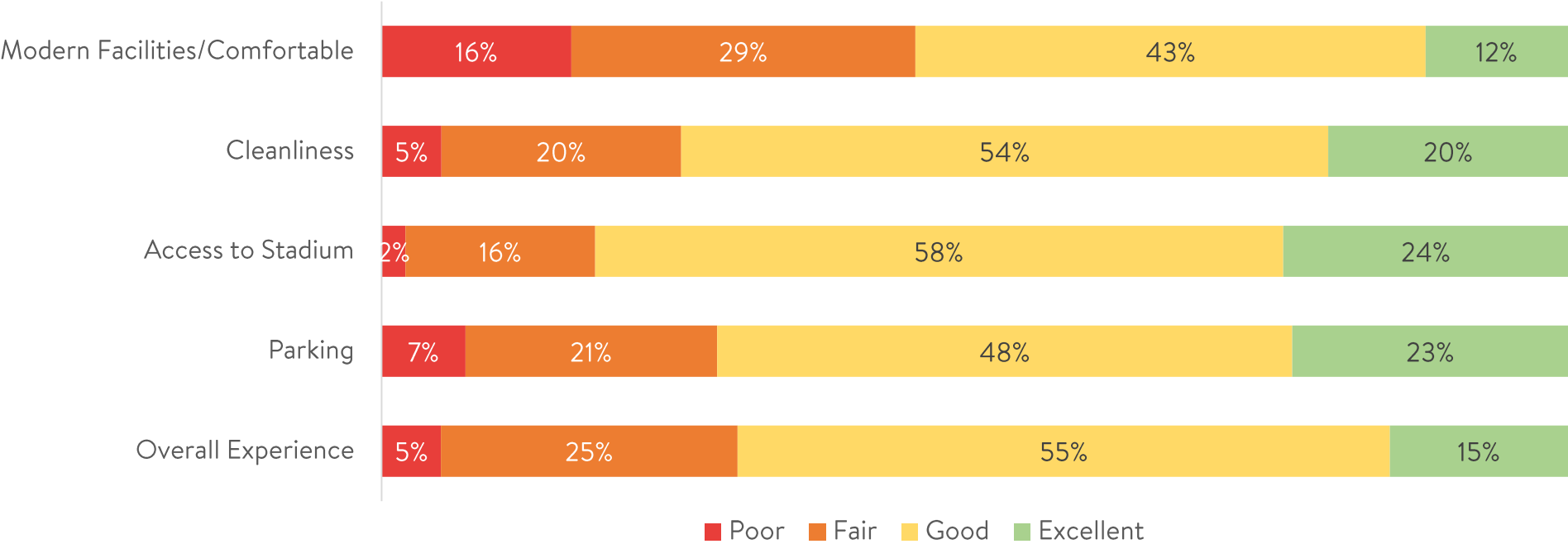
How would you rate your experience at the Stadium:
OVERALL VISITOR EXPERIENCE



Base: Have attended event at the stadium in last two years (n=388)

positive visitor experience

How would you rate your experience at the Stadium:



Base: Have attended a stadium event in last two years (n=388)

current state of the stadium

OPINION OF THE CURRENT STATE OF THE FACILITY



38%

FACILITY IS OK;
COULD BE
MODERNIZED



31%

FACILITY COULD
BENEFIT FROM
SIGNIFICANT UPGRADE



16%

FACILITY NEEDS TO BE
FULLY
UPDATED/REBUILT



11%

PERFECT CONDITION;
NO NEED FOR UPDATE



4%

NOT SURE

Base: Have attended a stadium event in last two years (n=388)

“The Sioux Falls Baseball Stadium opened in 1964. Updates to the stadium have been made over the years with a major renovation in 2000 for a venue capacity of 4,462.

Today, the stadium is primarily used for spring home games for the University of Sioux Falls as well as the summer home games for the Sioux Falls Canaries. The facility requires \$313,000 each year for the City to operate and generates \$78,000 each year in revenue—an average annual loss of \$614,000*. The City also invested \$664,000 on facility maintenance and improvements over the past five years.

**Note: Respondents were presented with this copy in the online survey. Panel members noted a typo during the meeting on June 25, 2019, offering the revised annual average loss of \$235,000. Since respondents provided opinions both before and after reading this copy, data and findings are considered relevant despite the error.*

if the city invests in a stadium, we should...

Renovate the Existing Facility

Demolish the Existing Facility and Rebuild on the Same Site

Demolish the Existing Facility and Build a New One Somewhere Else

Demolish it and not Build a New Stadium

I'm Not Sure

improve the current stadium

IF THE CITY WAS TO INVEST IN A BASEBALL STADIUM, WE SHOULD...



37%

DEMOLISH EXISTING;
REBUILD ELSEWHERE



32%

RENOVATE EXISTING
FACILITY



14%

NOT SURE



12%

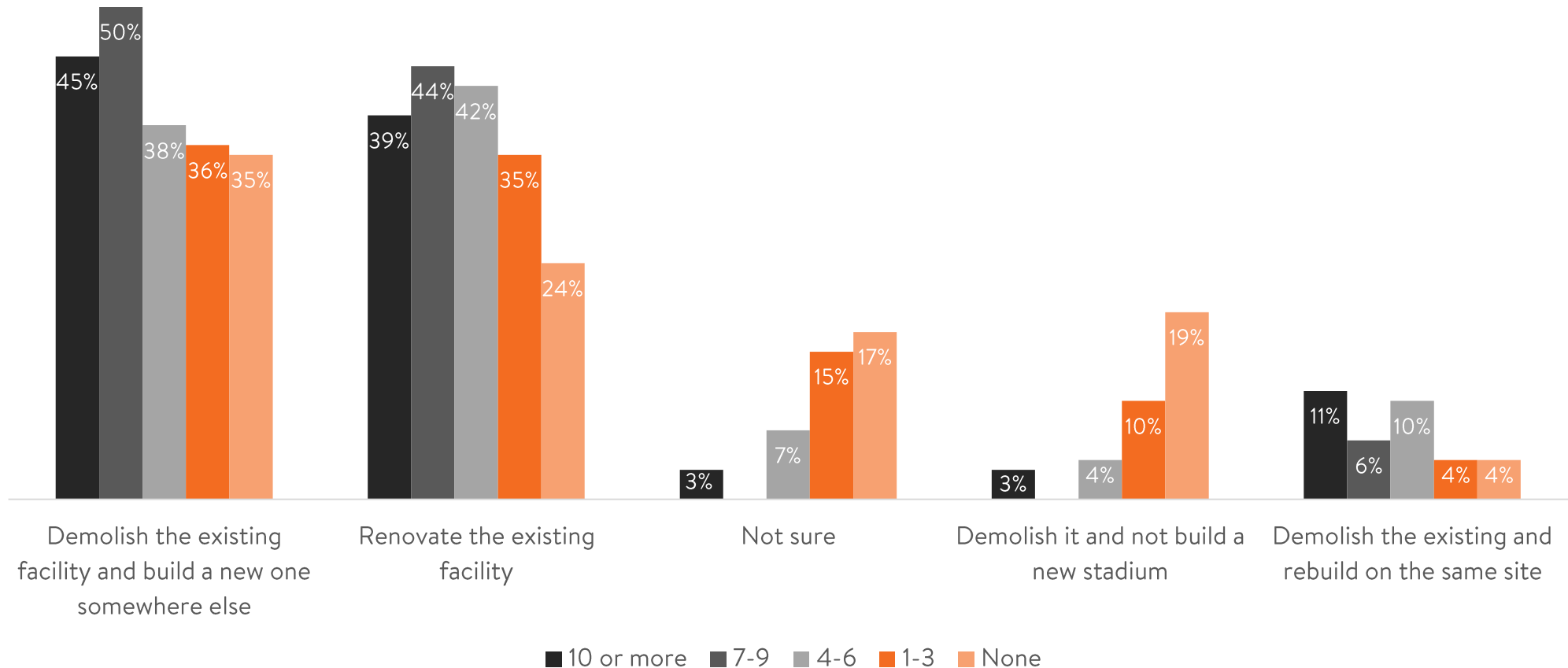
DEMOLISH EXISTING;
DO NOT REPLACE



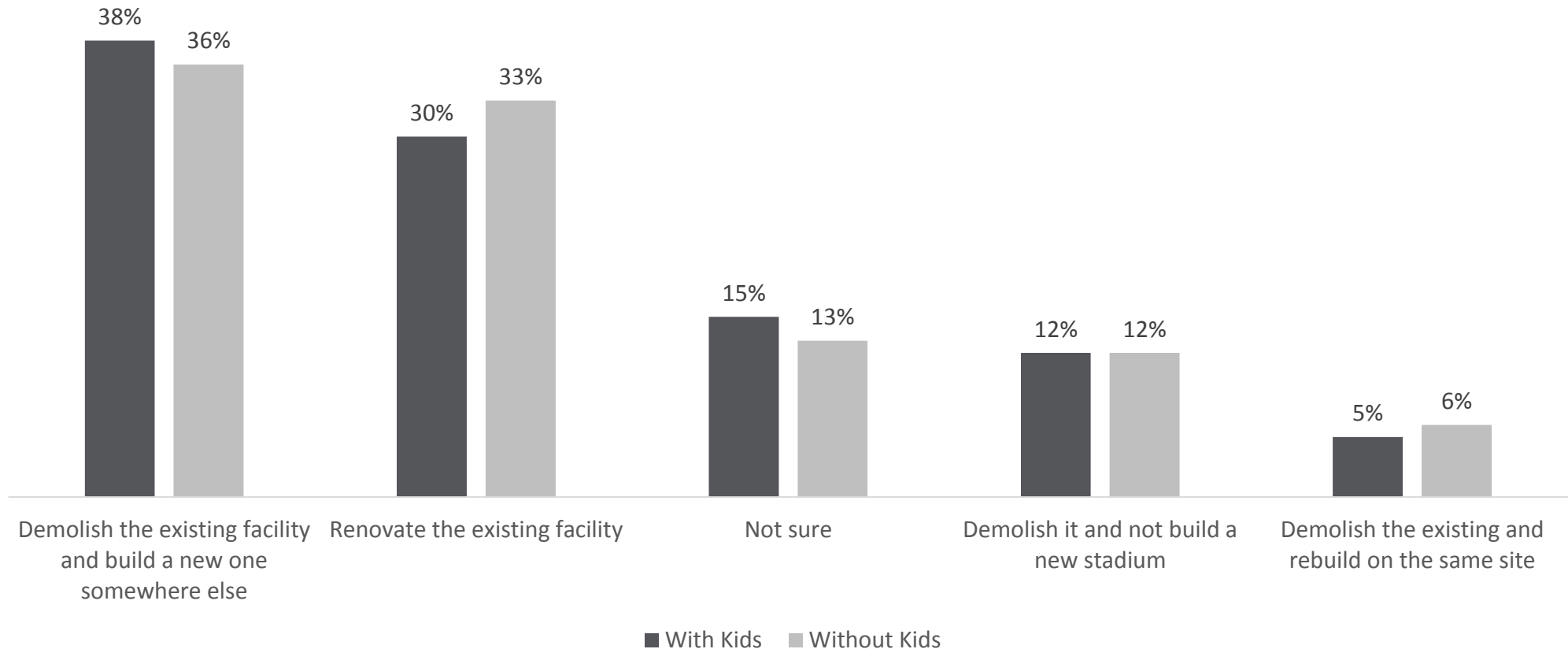
5%

DEMOLISH EXISTING;
REBUILD ON SAME SITE

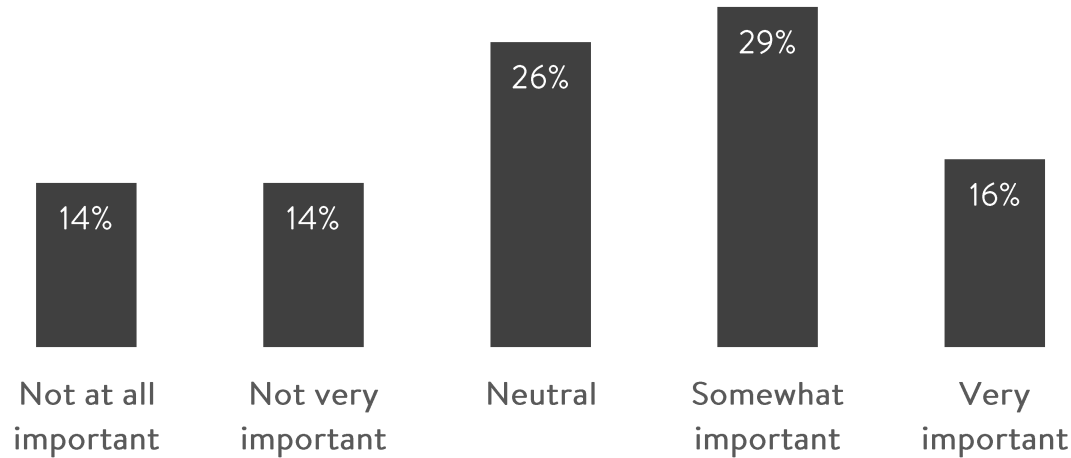
plans for stadium, by visit frequency



consistent with families



public values baseball stadium



just under half (45%) of all respondents think it is at least somewhat **important** for **Sioux Falls** to **invest** in a professional **baseball venue**

sioux falls arena



visitation

74%

HAVE ATTENDED IN
LAST 2 YEARS



visitation

74%

HAVE ATTENDED IN
LAST 2 YEARS

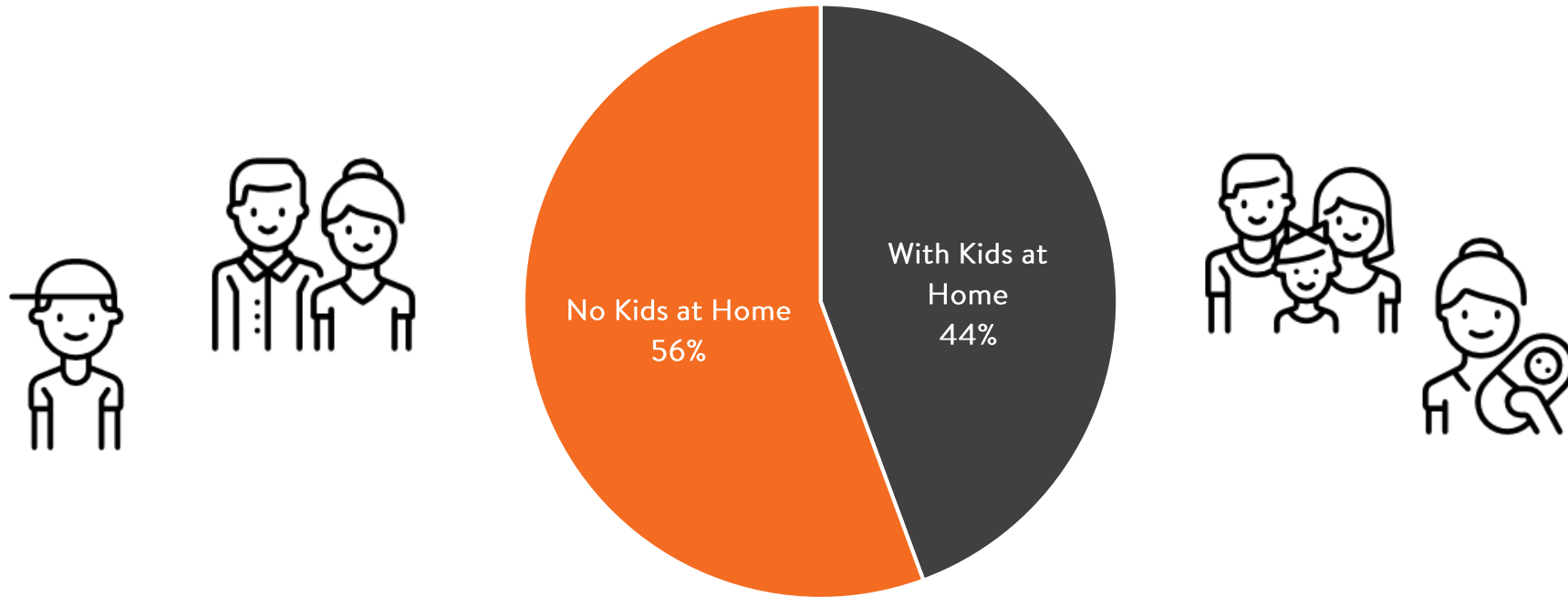
54%

1-3 EVENTS

14%

4-6 EVENTS

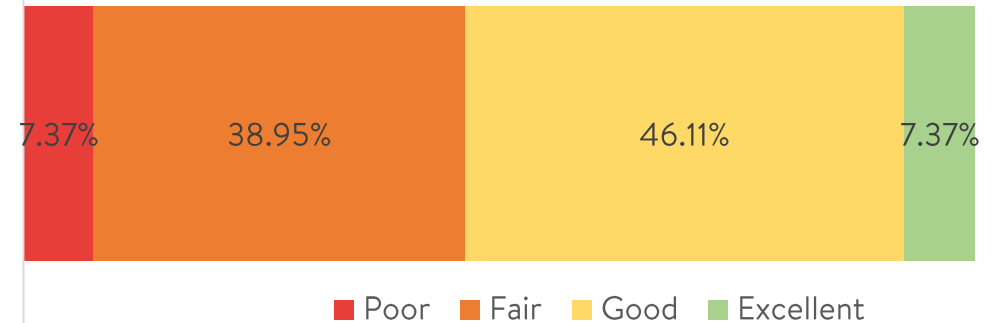
types of visitors





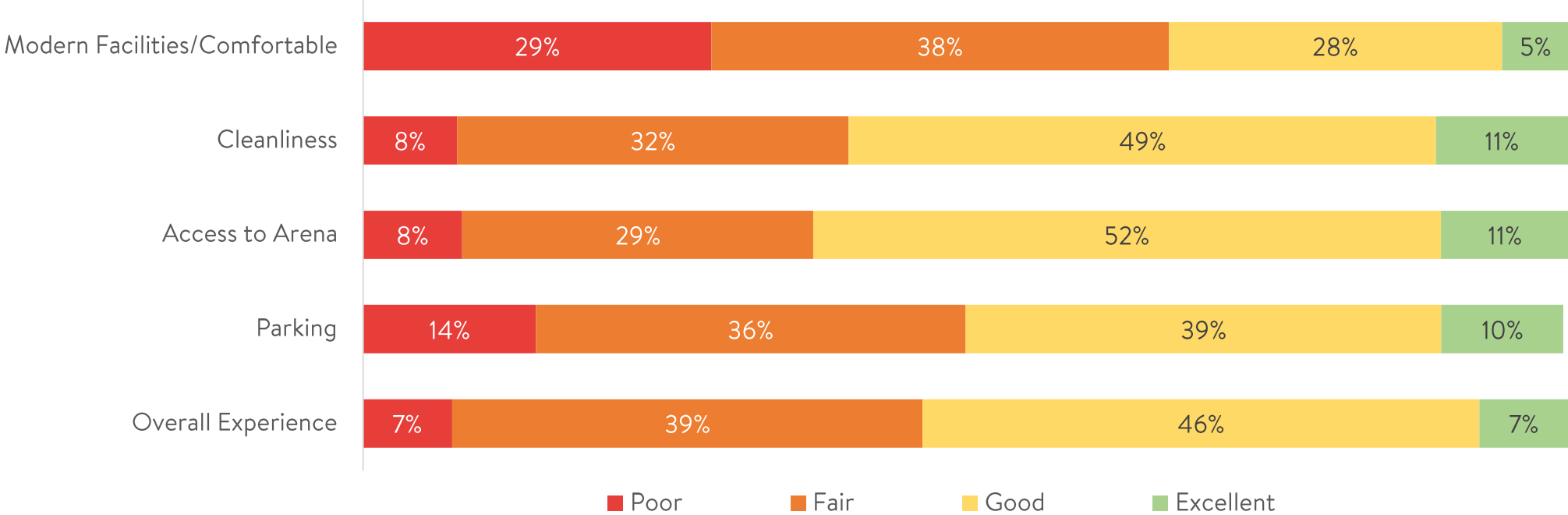
visitor experience

How would you rate your experience at the Arena:
OVERALL VISITOR EXPERIENCE

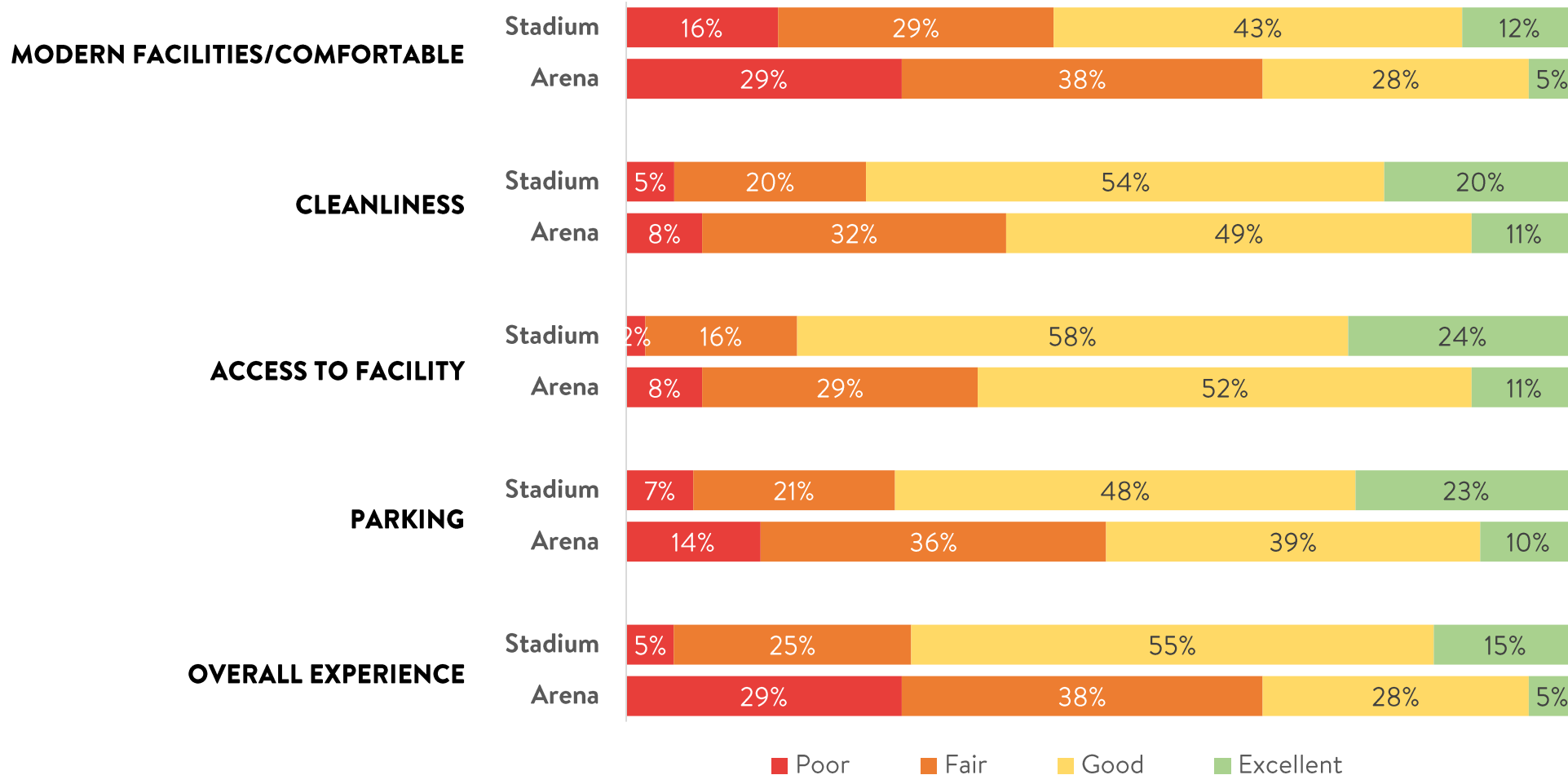


visitor experience scores

How would you rate your experience at the Arena:



comparing stadium & arena visitor experience



Base: Have attended a stadium/arena event in last two years

arena needs updates



35%

FACILITY IS OKAY BUT
COULD BE
MODERNIZED



29%

FACILITY NEEDS TO BE
FULLY UPDATED OR
REBUILT



29%

FACILITY COULD USE
SIGNIFICANT UPDATES



5%

PERFECT CONDITION.
NO NEED OF UPDATES

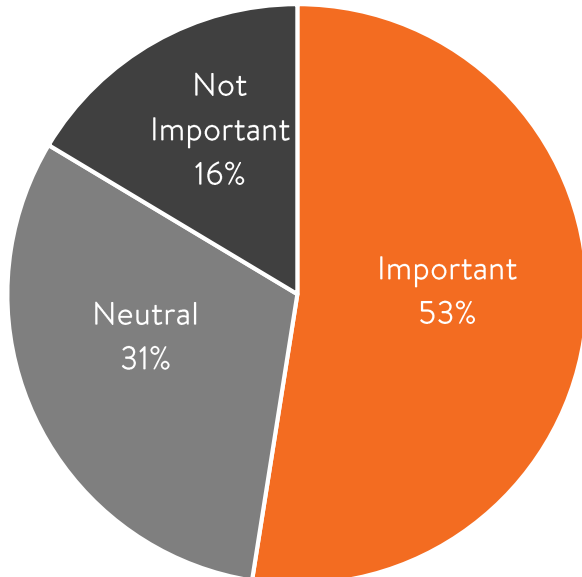


3%

NOT SURE.
DON'T RECALL

convention space matters

What is your opinion on expanding the current Convention Center space?



■ Somewhat – Very Important Scores
■ Somewhat – Not Important at All Scores





The Sioux Falls Arena opened in 1961 as a 7,500-seat facility for athletics, concerts and special events. Before the construction of the Denny Sanford PREMIER Center and the Sanford Pentagon, it was home to Skyforce basketball, Storm indoor football, Stampede ice hockey, Summit League Basketball Championship.

Today, the facility is primarily used as an extension of the convention center for flat-floor space. It also continues to host events such as graduation ceremonies and occasional basketball games. The facility requires \$1,196,000 each year for the City to operate and generates \$582,000 each year in revenue—an average annual loss of \$614,000. The City also invested \$2.7 million on facility maintenance and improvements over the past five years.



do you think the arena should be...

Repurposed as Convention Center

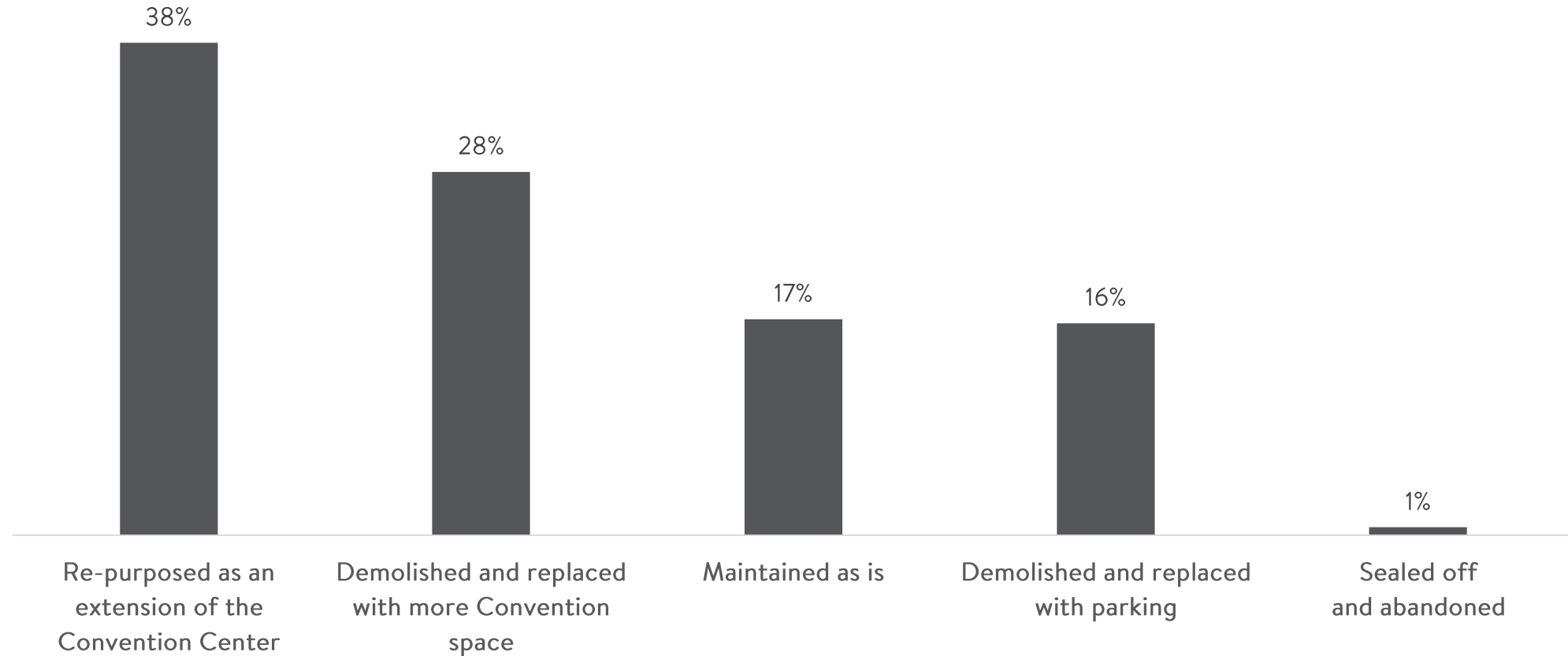
Demolished and Replaced with Convention Space

Maintained

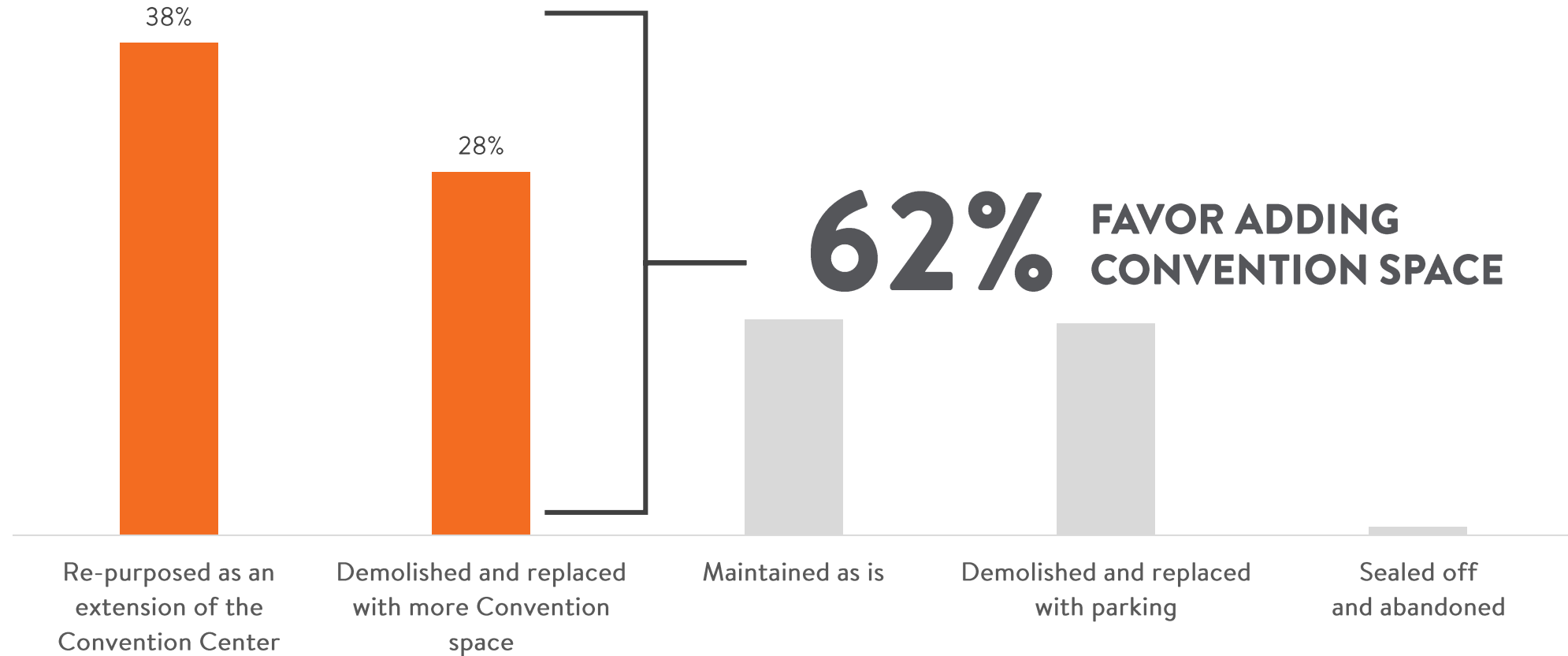
Demolished and Replaced with Parking

Sealed Off and Abandoned

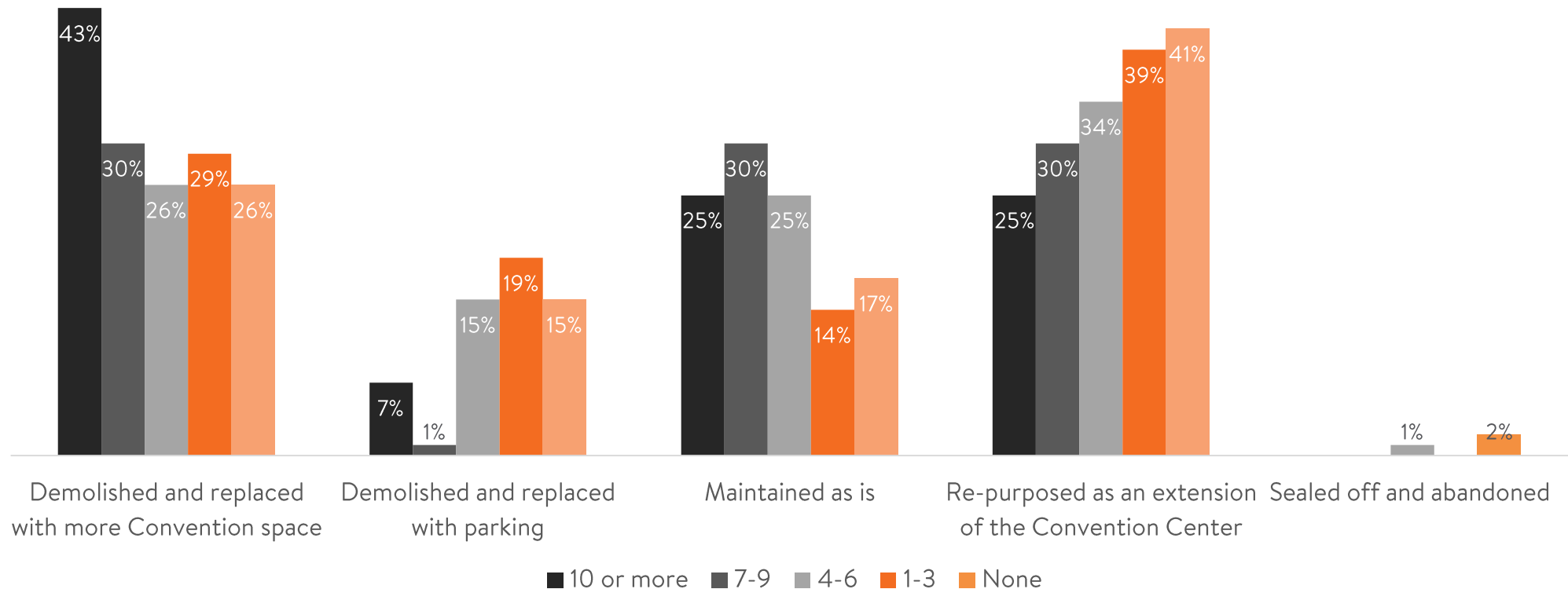
update to convention space



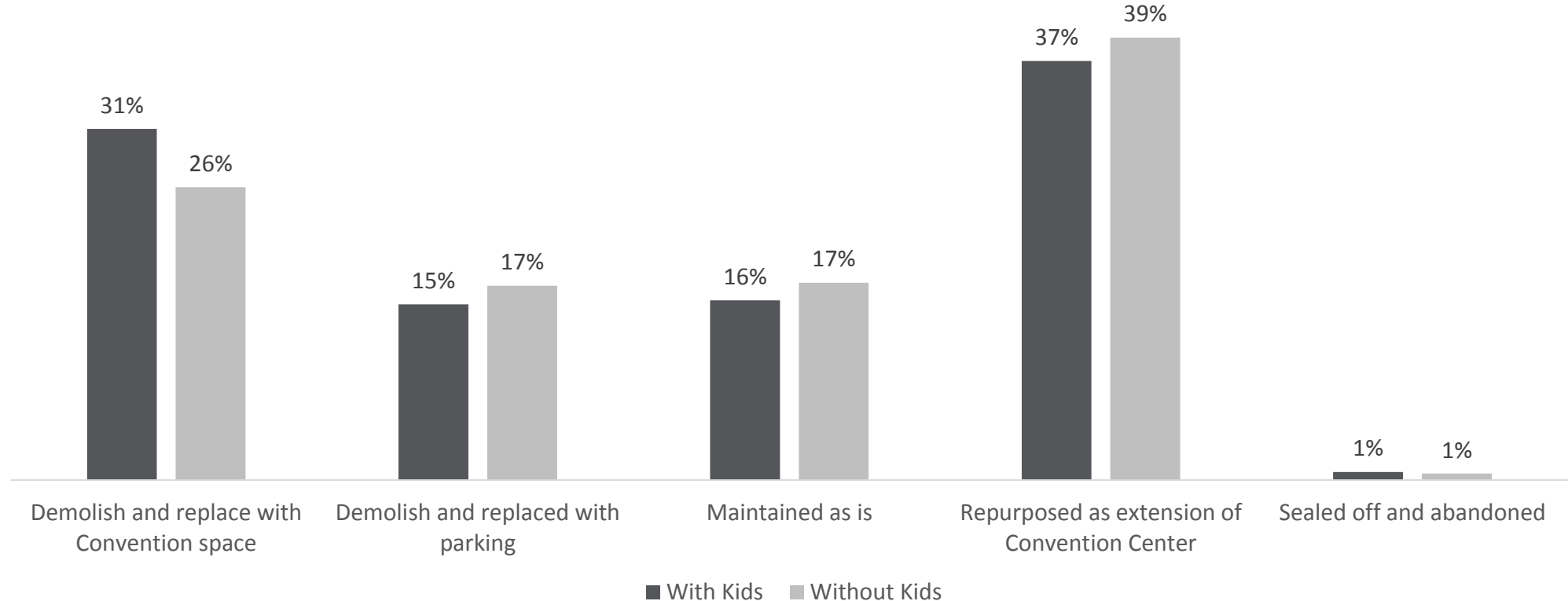
update to convention space



arena plans, by visit frequency

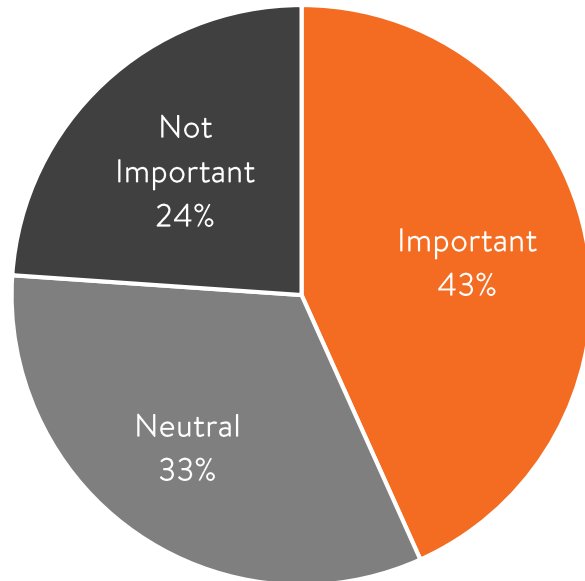


consistent with families



arena has mixed importance

How important is it that Sioux Falls have an Arena facility?



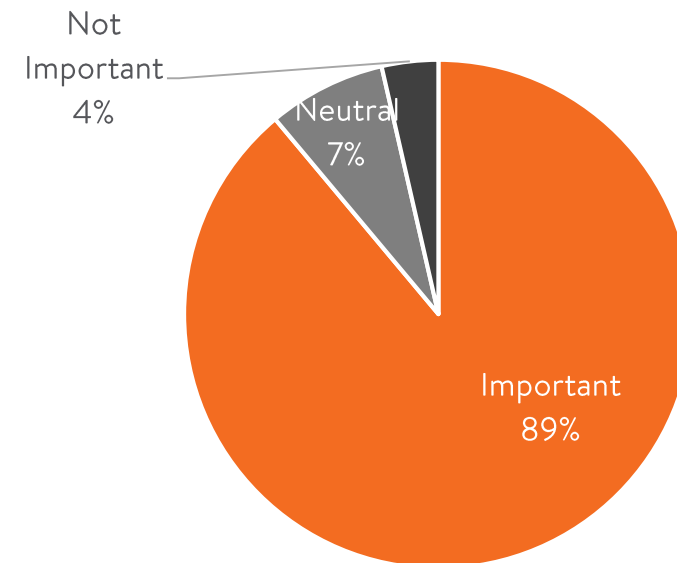
■ Somewhat – Very Important Scores
■ Somewhat – Not Important at All Scores





*How important is it that Sioux Falls
have a Convention Center?*

**convention
center
dominates in
importance**



■ Somewhat – Very Important Scores
■ Somewhat – Not Important at All Scores



**maximize the
experience**

**what is the best way to
improve experience at
the event center
campus?**



dining options

62% want more options for places to eat



expand parking

58% voted for more parking



more to do

52% elected for add more destinations, retail, shopping and things to do either on or near the campus

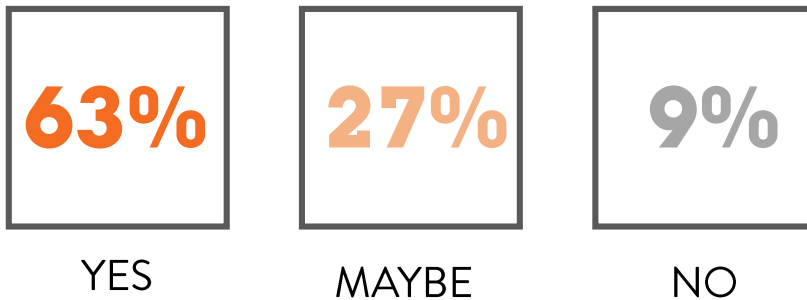


transportation options

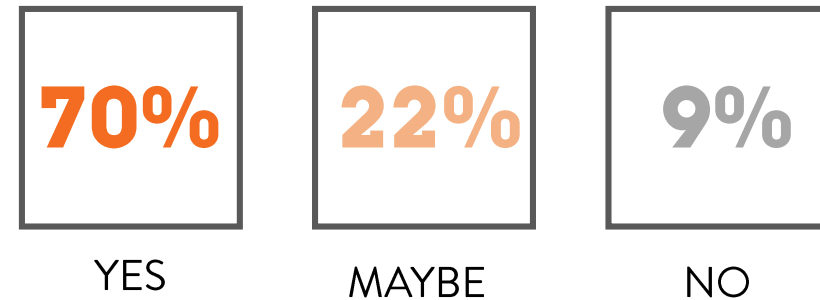
41% elected for more transportation options to/from the campus

willing to spend more time

WOULD YOU COME EARLY IF
THERE WAS MORE TO DO AT/NEAR
FACILITIES?



WOULD YOU COME EARLY IF
THERE WERE RESTAURANTS AND
PLACES TO RELAX?



**how could the events
center campus attract
more visitors?**

“

By making it a full-service destination for people. There has to be something there for people to be able to do before and after event that are close.

”

“

Lower ticket prices and concession prices. Make things affordable for a family to attend events together. Add dining and shopping nearby.

”

“

The PREMIER Center shows the age of the stadium, arena, convention center, etc. the entire area needs to be revamped to create the look and feel of a campus if that's what it's going for. The stadium definitely needs to be relocated.

”

“

Create an atmosphere like "The Battery" the Atlanta Braves built. Make the area a destination, not the event the destination. Open carry drink laws. Family-friendly areas to shop and eat. Fountains. Make it a campus of things rather than an event area.

”

“

Create an atmosphere like "The Battery" the Atlanta Braves built. Make the area a destination, not the event the destination. Open carry drink laws. Family friendly areas to shop and eat. Fountains. Make it a campus of things rather than an event area.

”

ideas for attracting visitors



Fix Parking
15%



Higher Quantity of
Events/Things to Do
Bars/Nightclub/
Dining
25%



Variety & Quality
Events
22%



Overall Experience
10%

summary

key findings

- Visitors enjoy and appreciate all that the Events Center Campus has to offer.
- Visitors attend the campus frequently (80% attending 4+ events) and recognize the importance of the baseball stadium.
- Respondents favor keeping a baseball stadium – but there are mixed opinions on whether to remodel the existing site or rebuild elsewhere.

key findings

- Respondents favor expanding the Convention Center in place of the Arena.
- The City can continue to improve upon the experience by adding more to do – including restaurants, activities, retail, etc. to the campus.
- Residents and visitors both expressed interested in utilizing the campus even more if parking, transportation, and things to do were expanded upon.

discussion

appendices

appendix a

This includes three questions asked in the original survey that were not included in the master results listed before this. These questions were removed as they didn't fit the major takeaways and didn't adjust the overall findings.

have parking concerns ever prevented you from attending events at the campus?

	COUNT	PERCENT
No	462	73.45%
Yes	167	26.55%

what type of baseball games do you enjoy attending most? (select all that apply)

	COUNT	PERCENT
Major League Baseball	425	66.41%
Canaries	242	37.81%
Youth	163	25.47%
MLB minor league affiliates	151	23.59%
College	151	23.59%
None	107	16.72%
Amateur	87	13.59%

what part of a baseball game experience do you enjoy most?

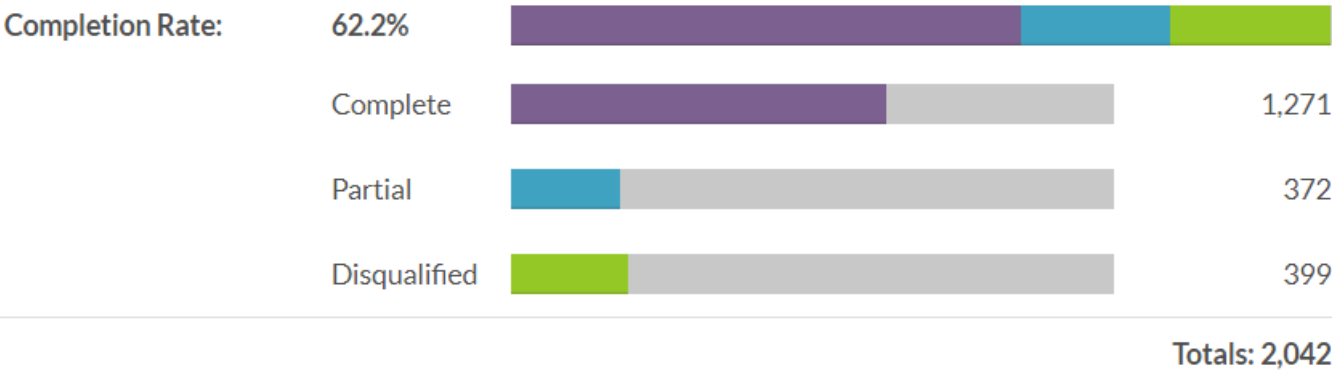
	COUNT	PERCENT
Spending time with family/friends	431	67.34%
Spending time outside	352	55.00%
Enjoy the sport/game itself	350	54.69%
Food & beverage	268	41.88%
Competitiveness of the teams	255	39.84%
Pre-game/post-game and between innings entertainment	155	24.22%
Restaurants, retail and amenities surrounding the stadium	137	21.41%
Stadium activities for kids	105	16.41%
Other	32	5.00%

appendix b

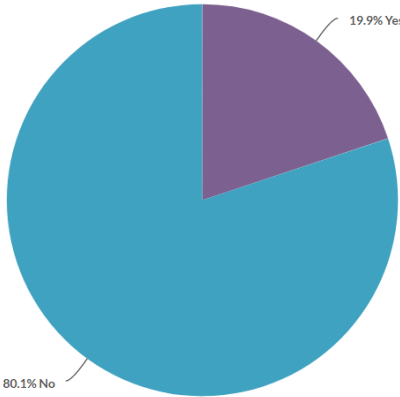
The survey was fielded June 5th -17th. In order to gather results for the June 26th meeting, L&S worked with the City to set a goal of 400 completes, and once those were gathered, analysis was started. Total respondents analyzed included 640.

However, the survey did continue to run through the 17th and we collected 2,041 responses during the full survey period. The graphs that follow represent the visual dashboard of the full results from the 2,041 respondents.

Response Counts

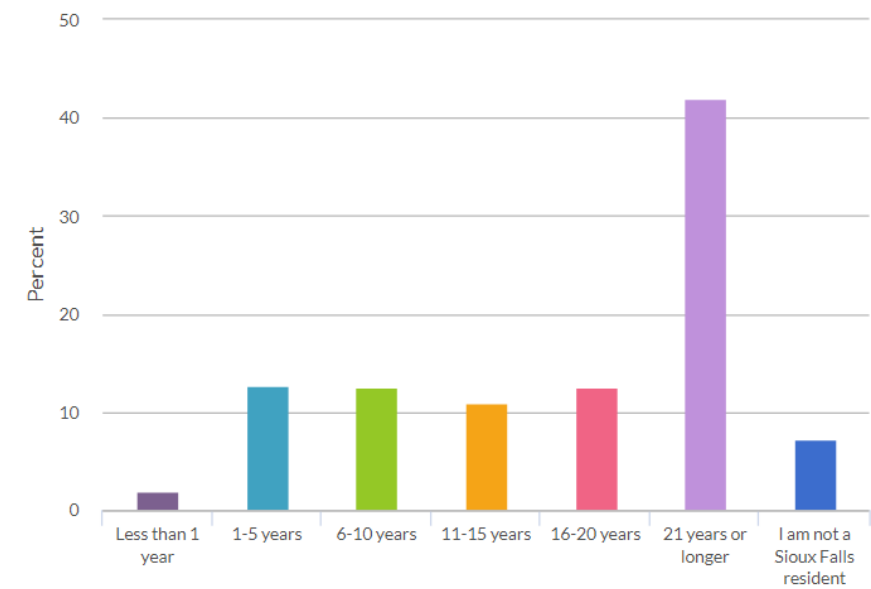


1. Are you under 18 years old?

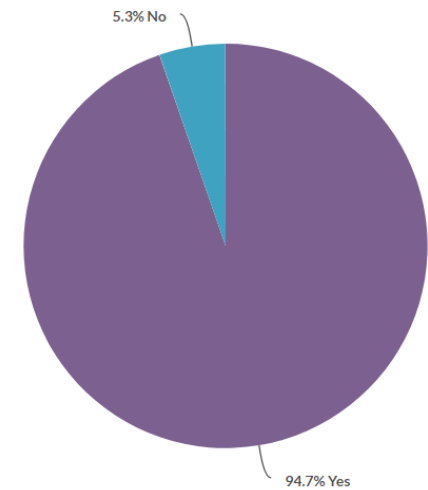


Value	Percent	Responses
Yes	19.9%	406
No	80.1%	1,635
Totals: 2,041		

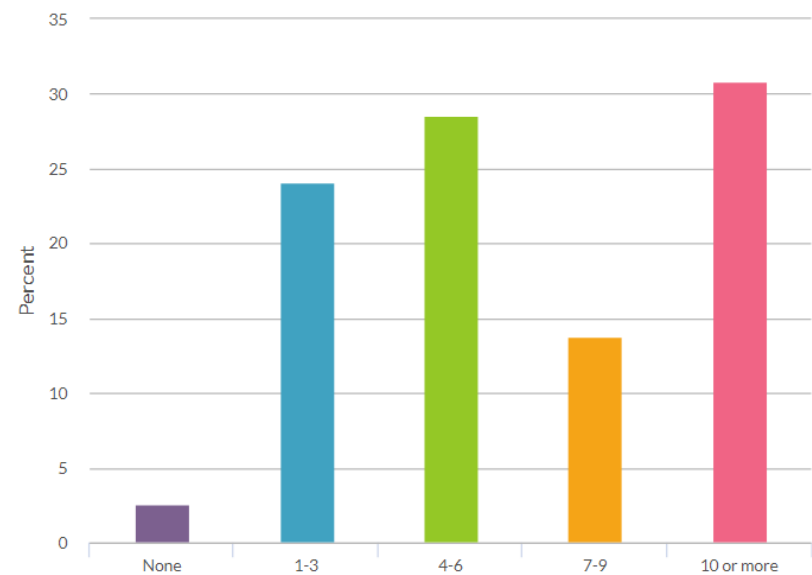
3. How long have you lived in Sioux Falls?



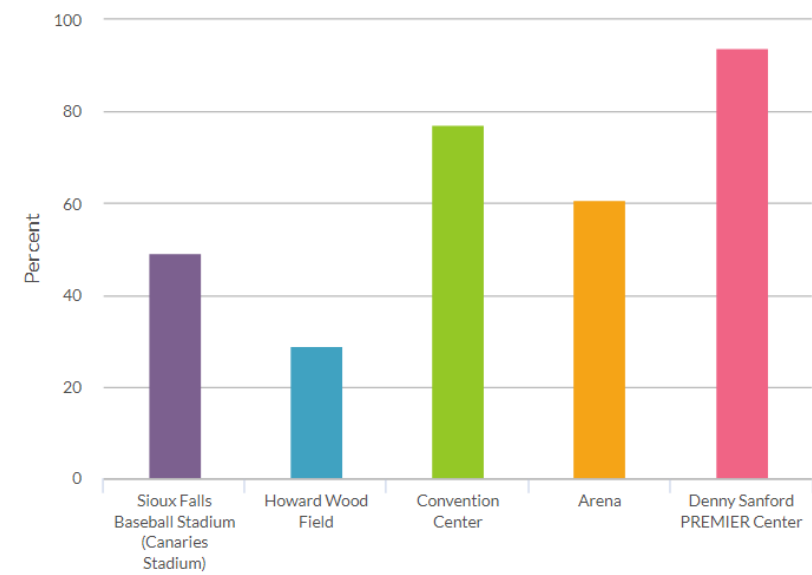
4. Have you ever visited or attended an event at the Events Center Campus?



5. How many events have you attended at the Events Center Campus in the last two years?



6. Which of the following facilities have you visited in the last two years (select all that apply).



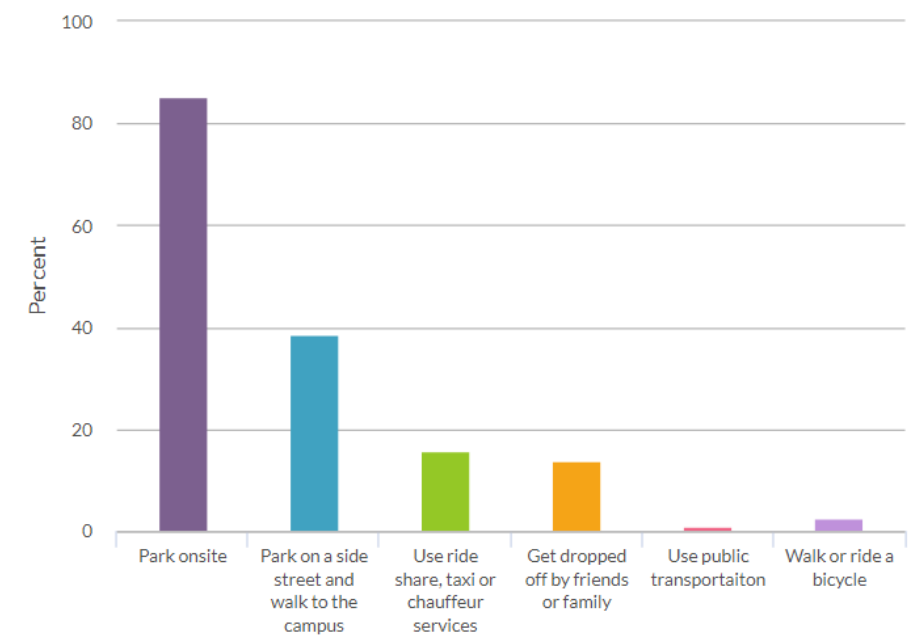
7. How would you describe each of the following aspects of parking at the Event Center Campus?

	Poor	Fair	Good	Excellent	No Experience	Responses
Amount of available parking Count Row %	243 17.6%	510 37.0%	513 37.2%	107 7.8%	6 0.4%	1,379
Amount of premium parking Count Row %	269 19.5%	332 24.1%	265 19.2%	65 4.7%	449 32.5%	1,380
Proximity of premium parking to entrances Count Row %	142 10.3%	323 23.4%	380 27.5%	145 10.5%	390 28.3%	1,380
Available drop off and pick up locations Count Row %	184 13.3%	404 29.3%	446 32.3%	115 8.3%	231 16.7%	1,380

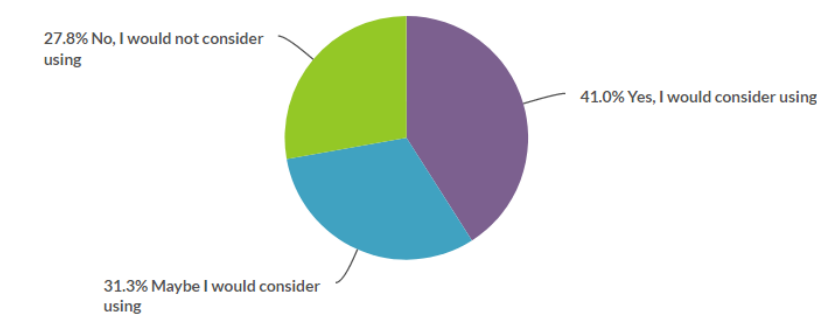
8. How would you describe each of the following regarding access to the Event Center Campus?

	Poor	Fair	Good	Excellent	No Experience	Responses
Ability to walk to and access the Event Center Campus Count Row %	217 15.7%	360 26.1%	576 41.7%	158 11.4%	69 5.0%	1,380
Transportation to and out of the Event Center Campus Count Row %	223 16.2%	440 31.9%	382 27.7%	66 4.8%	268 19.4%	1,379
Availability of transportation to/from Event Center Campus from Downtown Sioux Falls Count Row %	275 19.9%	244 17.7%	178 12.9%	56 4.1%	627 45.4%	1,380

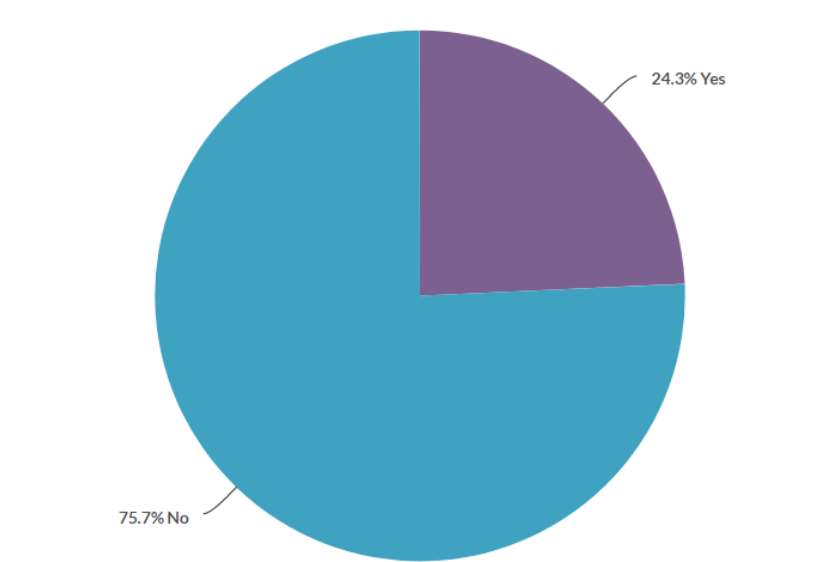
9. When attending events at the campus do you typically: (select all that apply)



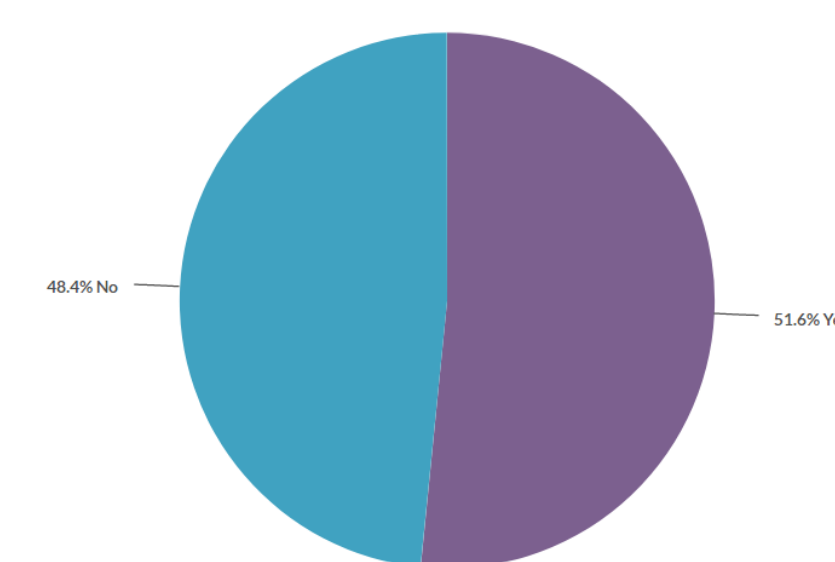
11. Would you be open to using a fast transportation option that takes you from downtown parking ramps to the Events Center Campus? Transportation would drop you off at the front door and would be operated by the city.



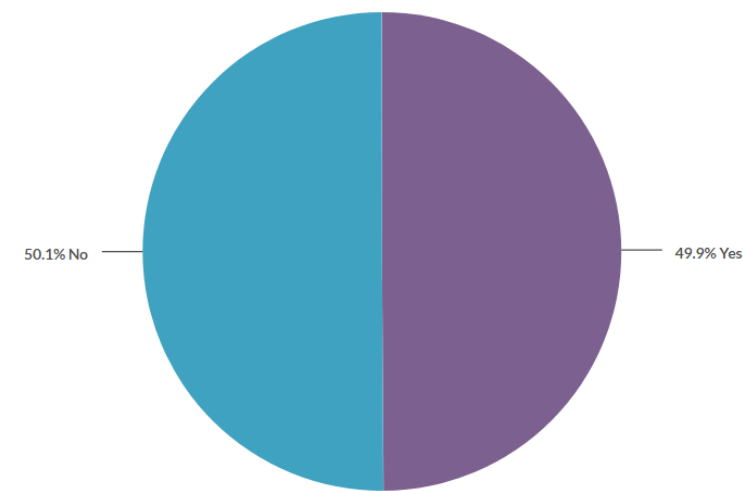
10. Have parking concerns ever prevented you from attending events at the campus?



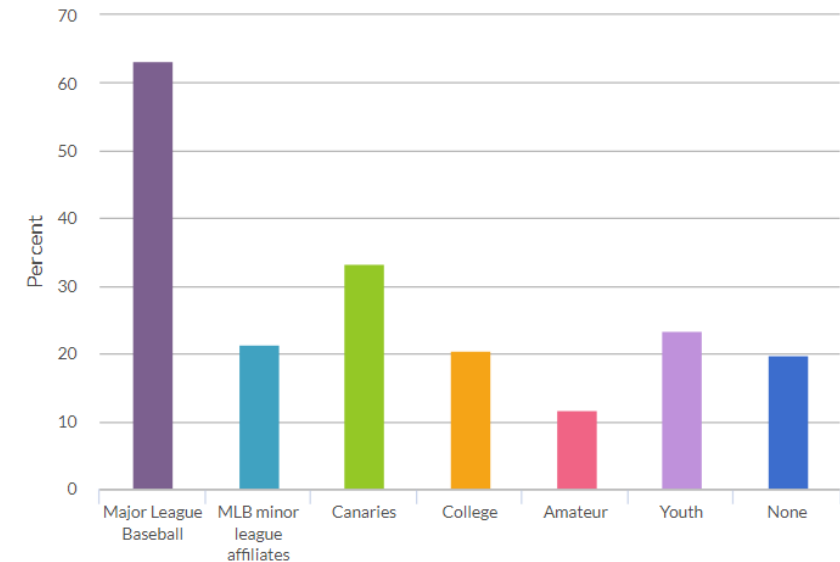
12. Have you attended a baseball game at the Sioux Falls Stadium (Canaries Stadium) in the last two years?



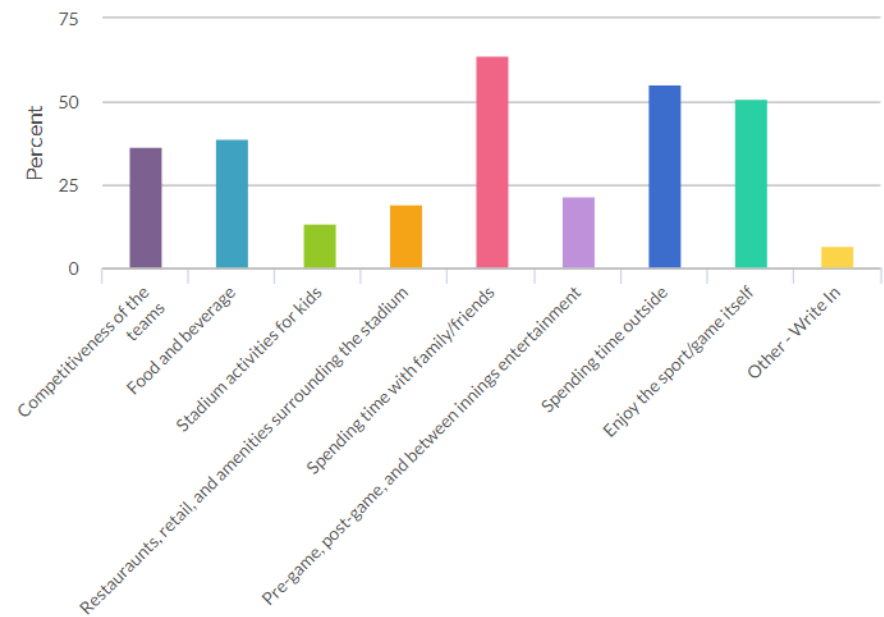
13. Have you attended other baseball games outside of Sioux Falls Stadium in the last two years? Please consider any type of baseball games, in Sioux Falls or otherwise.



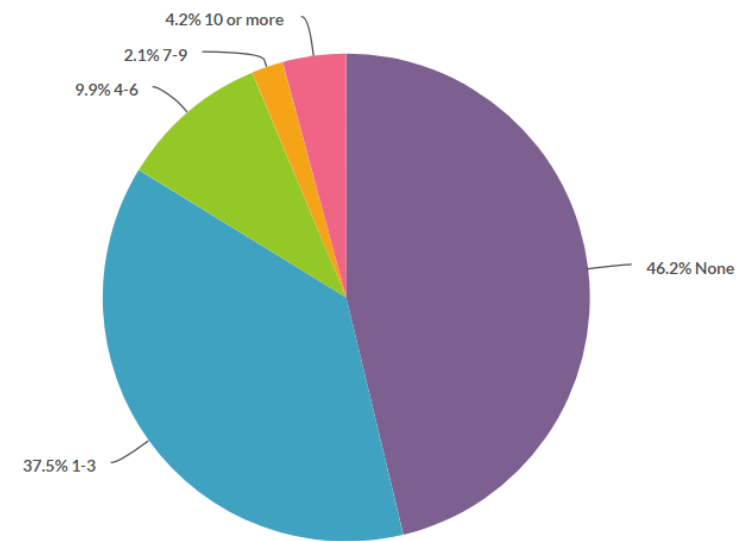
15. What type of baseball games do you enjoy attending most? (select all that apply)



16. What part of a baseball game experience do you enjoy most? (select all that apply)



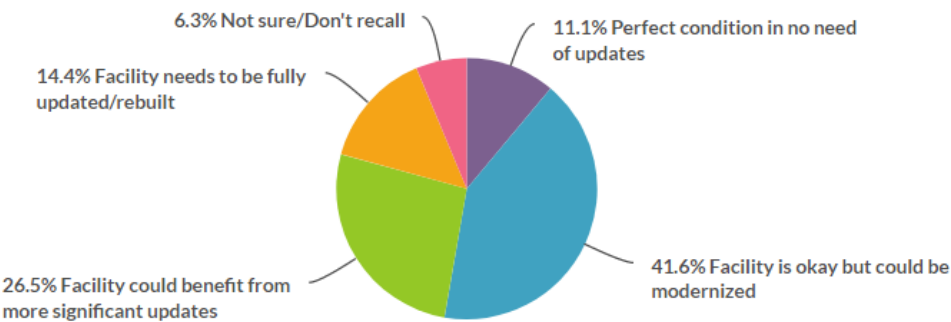
17. How many events have you attended at the Sioux Falls Baseball Stadium (Canaries Stadium) in the last two years?



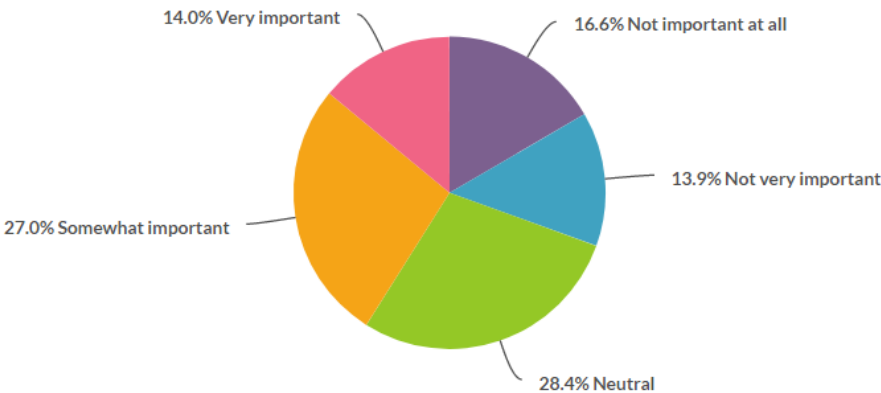
18. How would you rate your experience at the Stadium in each of the following areas?

	Poor	Fair	Good	Excellent	No Experience	Responses
Parking						
Count	45	153	399	177	2	776
Row %	5.8%	19.7%	51.4%	22.8%	0.3%	
Access to Stadium						
Count	11	118	450	196	1	776
Row %	1.4%	15.2%	58.0%	25.3%	0.1%	
Cleanliness						
Count	33	153	432	155	3	776
Row %	4.3%	19.7%	55.7%	20.0%	0.4%	
Modern facilities and comfortable experience						
Count	115	210	352	96	3	776
Row %	14.8%	27.1%	45.4%	12.4%	0.4%	
Overall visitor experience						
Count	31	180	436	126	3	776
Row %	4.0%	23.2%	56.2%	16.2%	0.4%	

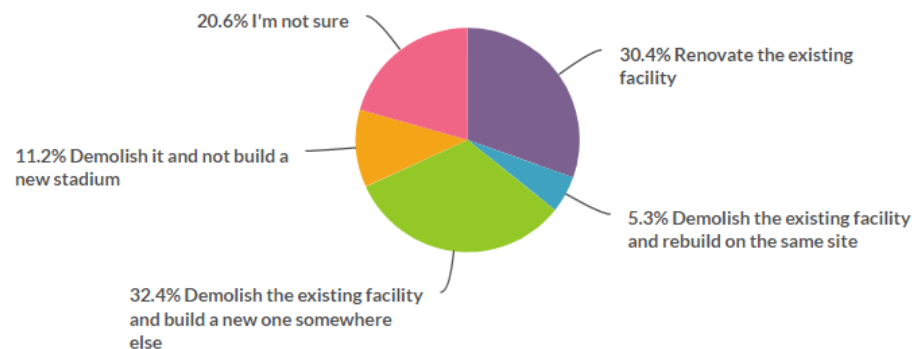
19. What is your opinion of the current state of the facility?



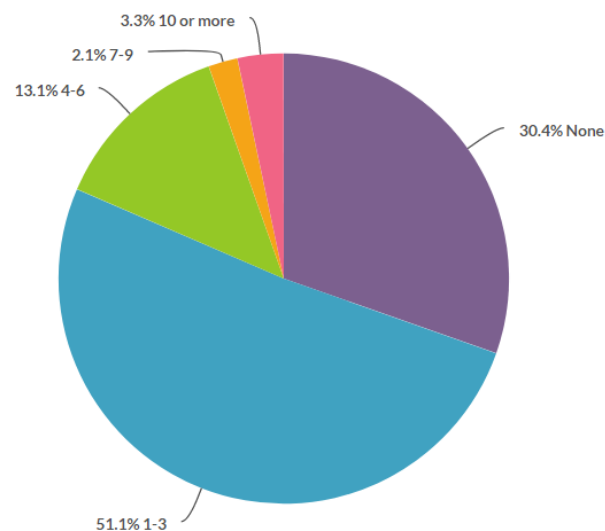
20. How important is it that Sioux Falls invest in a professional baseball venue?



21. If the City was to invest in a Baseball Stadium, we should...



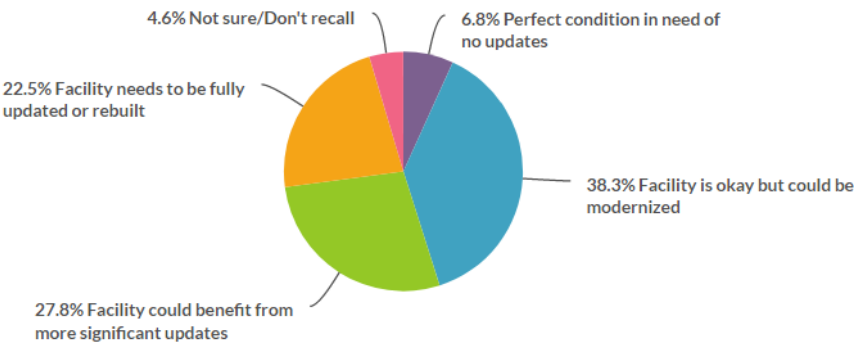
22. How many events have you attended at the Sioux Falls Arena in the last two years?



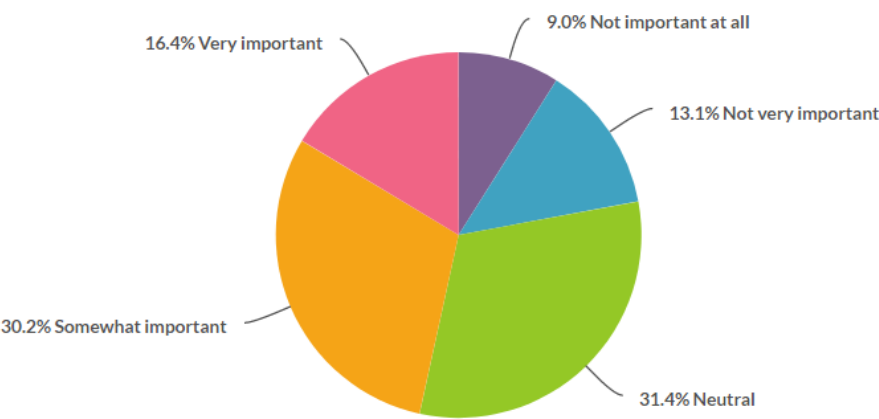
23. How would you rate your experience at the Arena in each of the following areas?

	Poor	Fair	Good	Excellent	No Experience	Responses
Parking Count Row %	106 10.8%	337 34.4%	426 43.5%	105 10.7%	5 0.5%	979
Access to Arena Count Row %	59 6.0%	286 29.2%	512 52.3%	119 12.2%	3 0.3%	979
Cleanliness Count Row %	61 6.2%	300 30.6%	481 49.1%	133 13.6%	4 0.4%	979
Modern facilities and comfortable experience Count Row %	226 23.1%	369 37.7%	309 31.6%	71 7.3%	4 0.4%	979
Overall visitor experience Count Row %	59 6.0%	330 33.7%	488 49.8%	98 10.0%	4 0.4%	979

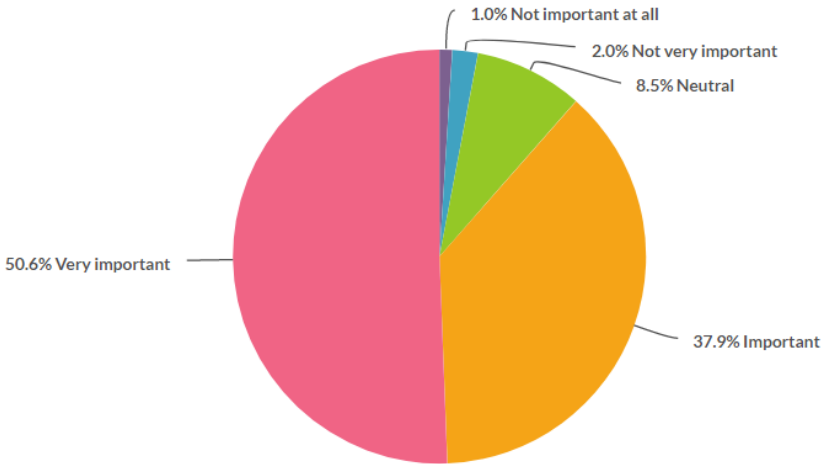
24. What is your opinion on the current state of the facility?



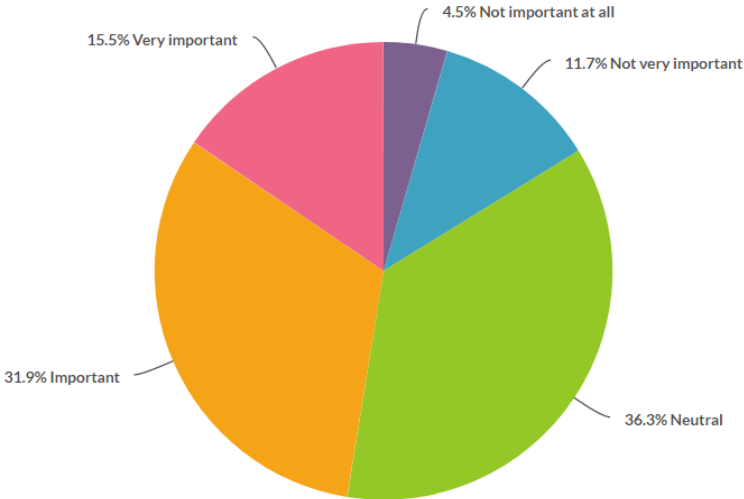
25. How important is it that Sioux Falls have an Arena facility?



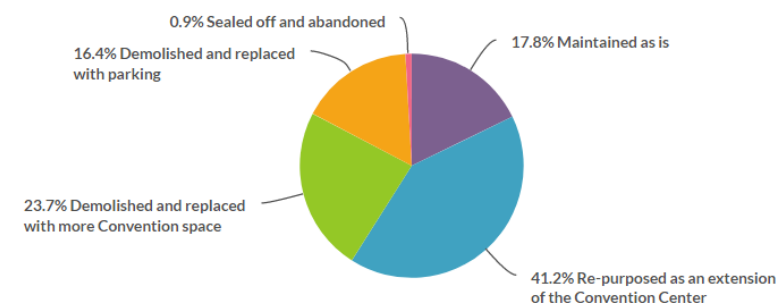
26. How important is it that Sioux Falls have a Convention Center?



27. What is your opinion on expanding the current Sioux Falls Convention Center facilities? (Note: this is specifically for the Convention Center only, not the Arena)



28. Do you think the Arena should be:



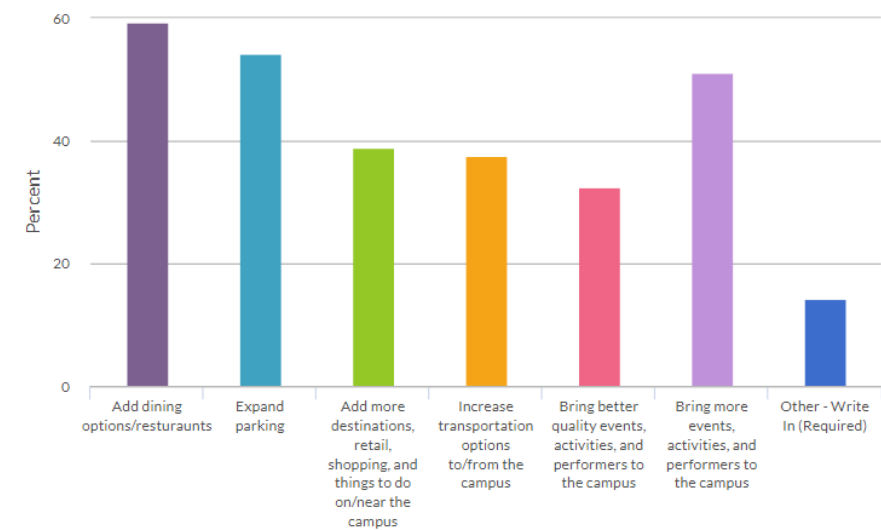
30. What do you enjoy most about the Events Center Campus? Please, be specific with any details, aspects, or features that you enjoy.



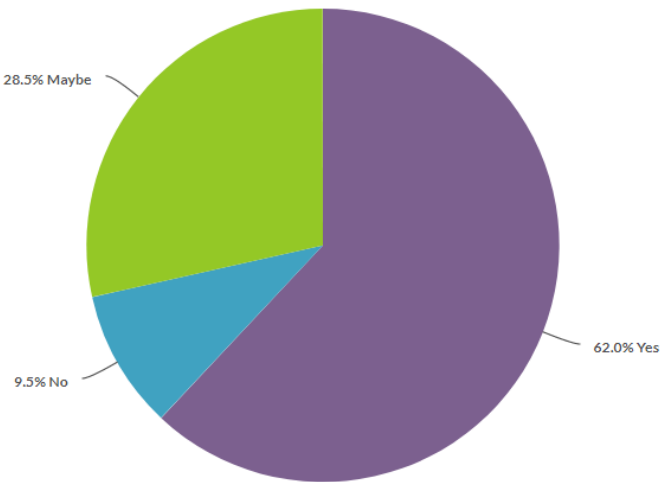
29. How would you rate each of the following at the Events Center Campus?

	Poor	Fair	Good	Excellent	No Experience	Responses
Quality of events, activities, and entertainment	20	127	617	523	52	1,339
Count	1.5%	9.5%	46.1%	39.1%	3.9%	
Row %						
Access/Transportation options to/from campus	133	398	501	107	200	1,339
Count	9.9%	29.7%	37.4%	8.0%	14.9%	
Row %						
Parking	224	470	477	121	47	1,339
Count	16.7%	35.1%	35.6%	9.0%	3.5%	
Row %						
Diversity of facilities, spaces, and settings for the activities and events	32	248	761	240	58	1,339
Count	2.4%	18.5%	56.8%	17.9%	4.3%	
Row %						
Affordability of attending activities and events	136	420	617	120	46	1,339
Count	10.2%	31.4%	46.1%	9.0%	3.4%	
Row %						
Variety of events, performances, meetings, and activities hosted on site	49	240	691	302	57	1,339
Count	3.7%	17.9%	51.6%	22.6%	4.3%	
Row %						

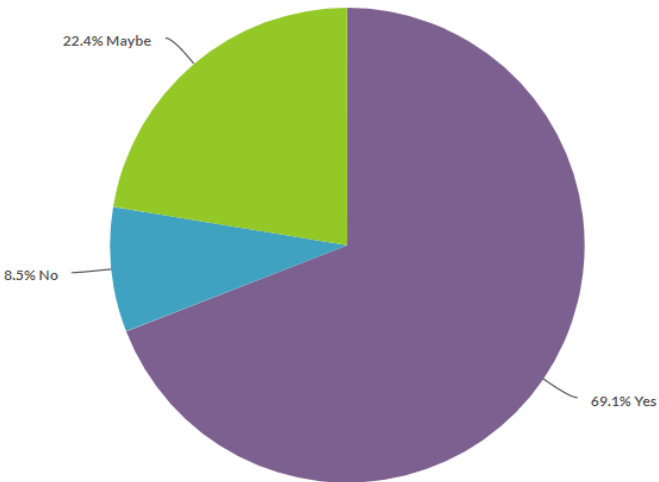
31. In your opinion, what would be the best way to further improve the experience at the Event Center Campus? (select all that apply)



32. Would you come early to the Events Center Campus before an event if there was more to do at/near the facilities?



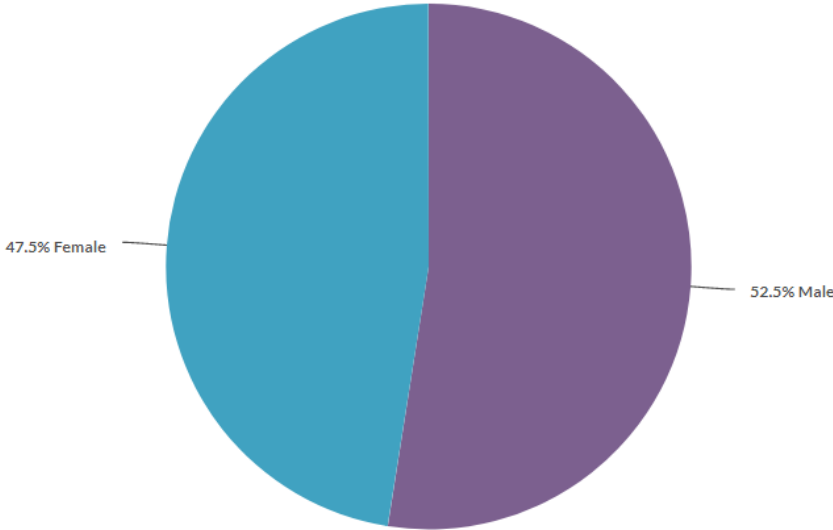
33. Would you come early to the Events Center Campus before an event if there were restaurants and places to relax at/near the facilities?



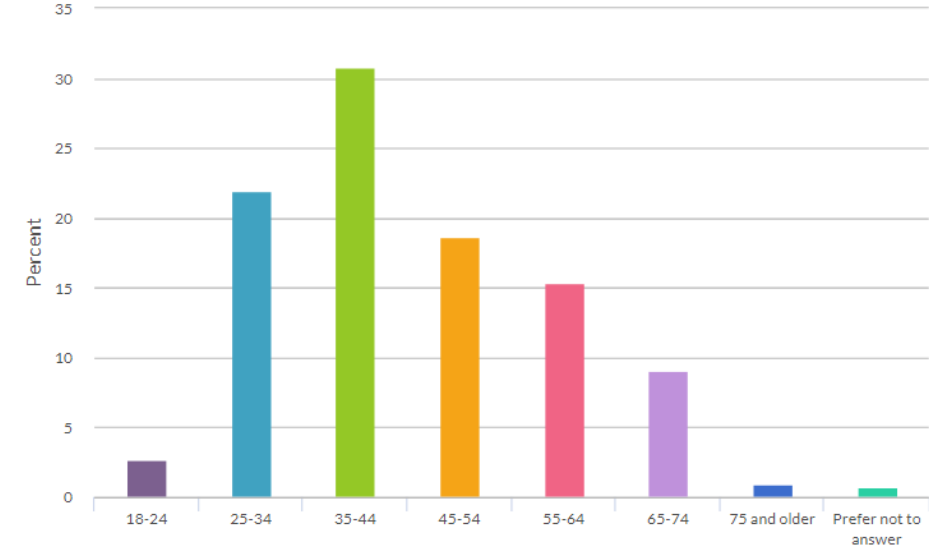
34. How could the Events Center Campus attract more visitors to Sioux Falls?



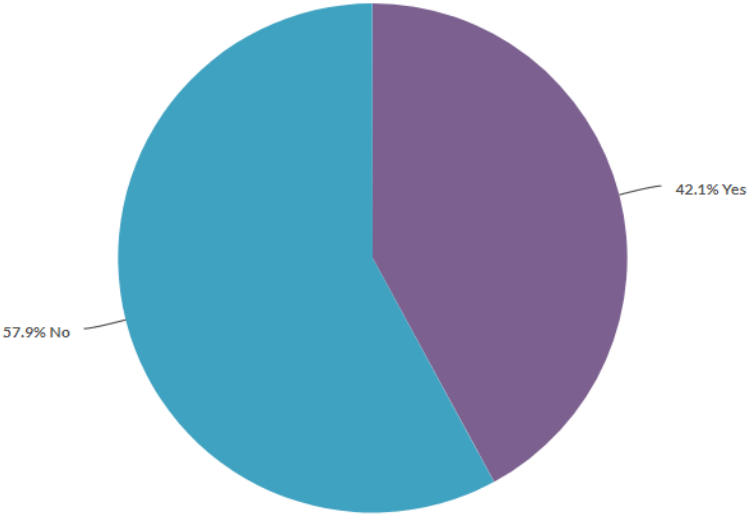
35. Please select your gender.



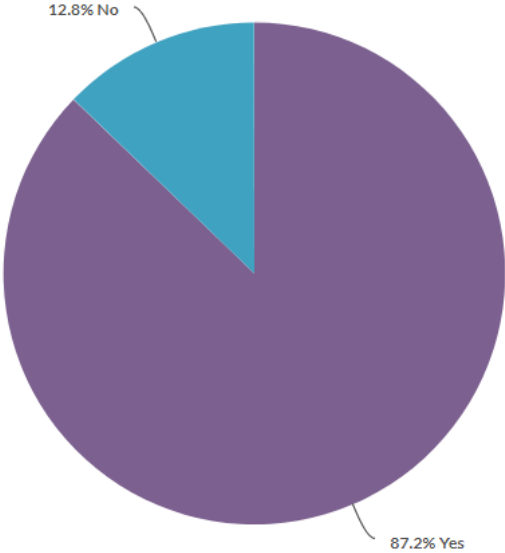
36. In which age bracket do you fall?



37. Do you have kids under 18 in your home?



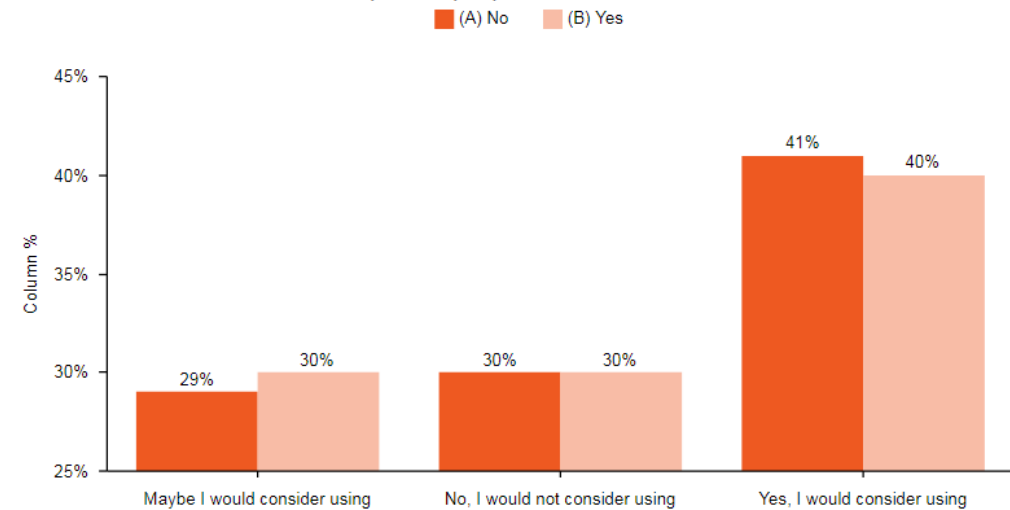
38. Are you registered to vote in Sioux Falls?



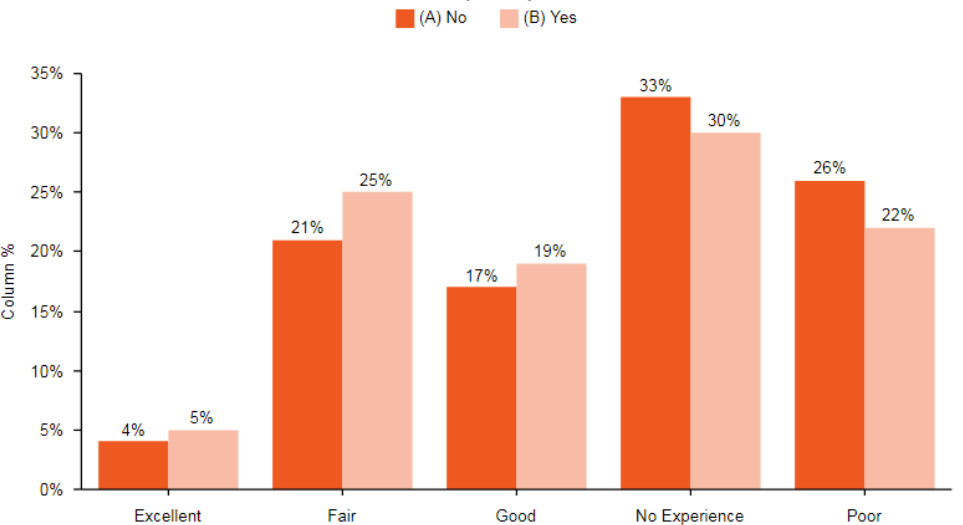
appendix c

Additional crosstabs include parking and transportation questions comparing responses between Sioux Falls residents vs those residing outside of Sioux Falls

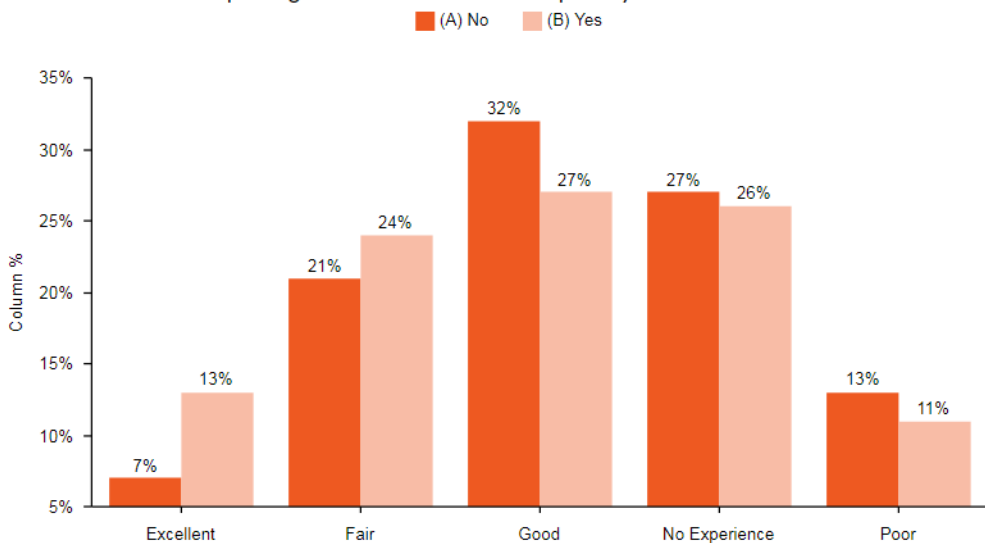
Would you be open to using a fast transportation option that takes you from downtown parking ramps to the Events Center Campus? Transportation would drop you off at the front door and would be operated by the city. By live in Sioux Falls?



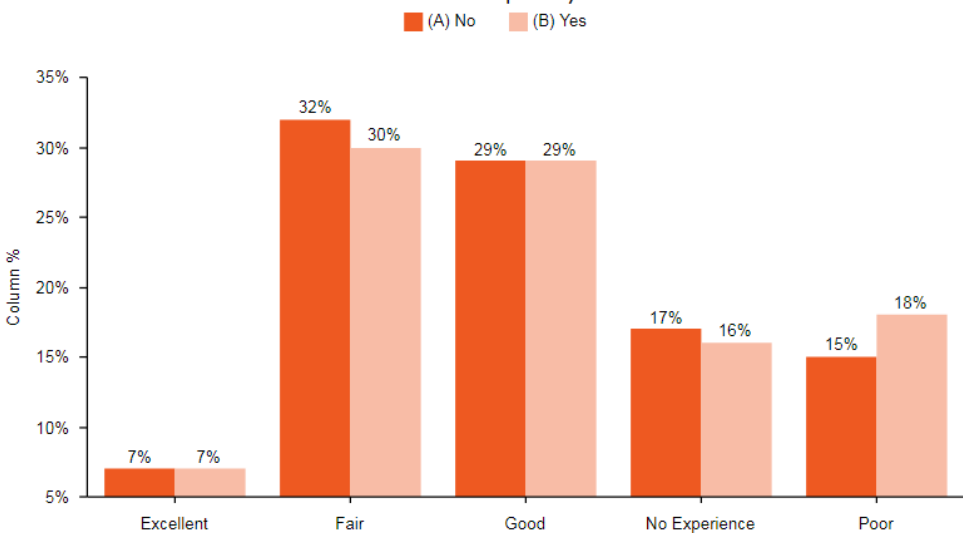
Amount of premium parking:How would you describe each of the following aspects of parking at the Event Center Campus? by In Sioux Falls?



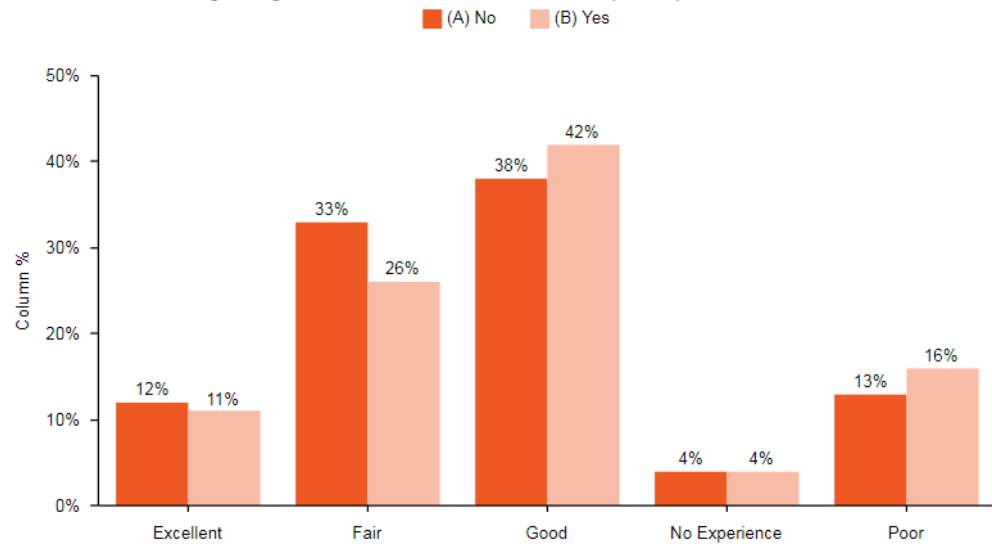
Proximity of premium parking to entrances:How would you describe each of the following aspects of parking at the Event Center Campus? by In Sioux Falls?



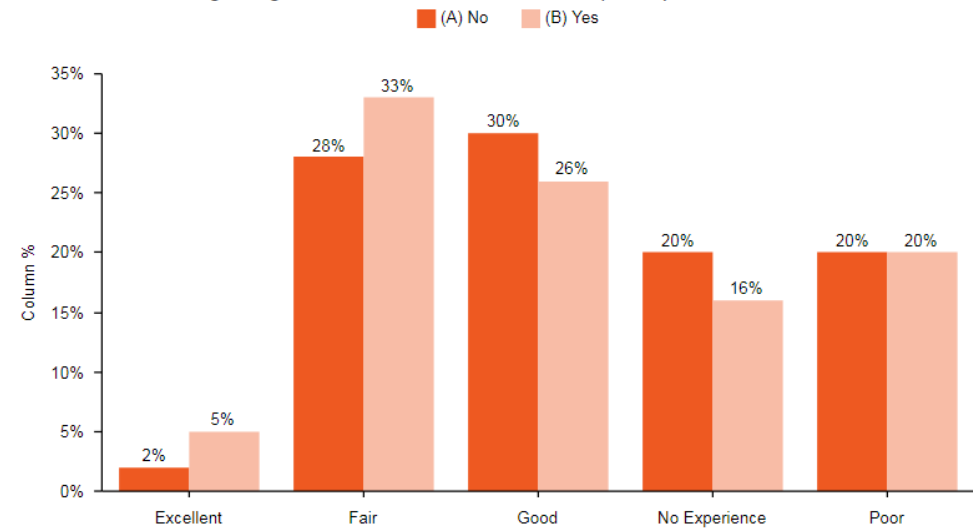
Available drop off and pick up locations:How would you describe each of the following aspects of parking at the Event Center Campus? by In Sioux Falls?



Ability to walk to and access the Event Center Campus:How would you describe each of the following regarding access to the Event Center Campus? by In Sioux Falls?



Transportation to and out of the Event Center Campus:How would you describe each of the following regarding access to the Event Center Campus? by In Sioux Falls?



Availability of transportation to/from Event Center Campus from Downtown Sioux Falls:How would you describe each of the following regarding access to the Event Center Campus? by In Sioux Falls?

